

EVENTS/CAUSES

Watches and Wonders Geneva announces 2024 event dates

July 10, 2023



Slated for April 9 through April 15, 2024, the salon is opening the event to the public for the second time. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

For the second round in a row, Swiss luxury group Richemont is allowing all fans of watchmaking to peruse top horological innovations from its houses.

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Watches and Wonders Geneva has revealed upcoming programming dates, this year slated for April 9 through April 15, 2024. Richemont's tentpole event, which first opened salon doors to crowds outside of press and trade visitors in 2023, will again extend access to the public, making a mark in its 32-year history by continuing with the enhancement.

This time around

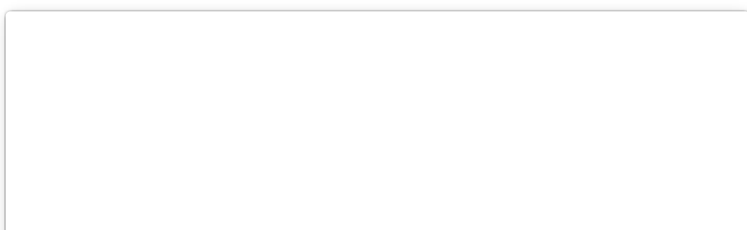
The two-part convention is to be held in Le Grand-Saconnex, Switzerland at the Halles de Palexpo exhibition and trade center.

Richemont's dual split sees to it that activations occur indoors within the Palexpo space, and amid the surrounding area, throughout the city of Geneva.

As was the case with the previous **Watches and Wonders** iteration ([see story](#)), local watchmakers, residents and businesses will have the opportunity to get involved in the heritage celebration.

The general public gains access to the gathering during the event's final three days, from Saturday to Monday. Meanwhile, members of the press and other brand VIPs will be able to attend all week long.

An evening event in Geneva's city center happening Thursday, April 11, 2024 grounds the itinerary.



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A post shared by watchesandwonders (@watchesandwonde...

A list of participating brands and a full event outline is forthcoming.

At Watches and Wonders Geneva 2023, participants reimagined not just the models themselves, but made investments into the marketing behind these works as new technologies were applied to old-world functions ([see story](#)).

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