

JEWELRY

## Watches of Switzerland, Grand Prix D'Horlogerie de Geneve to launch traveling exhibition

August 30, 2023



*The Big Apple will be the North American home for a new exhibition featuring 2023 GPHG award nominees. Image credit: Watches of Switzerland*

By LUXURY DAILY NEWS SERVICE

British luxury watch and jewelry retailer Watches of Switzerland is up-leveling its relationship with Geneva's Fondation du Grand Prix d'Horlogerie.

Announcing the extension of an exclusive North American partnership, the entities are teaming up on the launch of a three-day event involving the latter organization's Grand Prix D'Horlogerie de Geneve (GPHG) awards, which many refer to as the "Oscars" of the watch industry. As part of an exhibition slated to run this fall, Watches of Switzerland will host this year's GPHG nominees at its Soho flagship store in an effort to foster a greater community around timepieces in the United States.

"Since we opened our Soho flagship in 2018, Watches of Switzerland has made it our mission to not only be a leading retail destination but to also be a place of discovery and education for the United States watch community," said David Hurley, deputy CEO of [Watches of Switzerland Group](#), in a statement.

"We are honored to expand our partnership with the prestigious GPHG organization and help spotlight a wider representation of this year's top feats in watchmaking," Mr. Hurley said. "We look forward to welcoming long-time clients and first-time watch enthusiasts alike to visit our public exhibition of the 2023 GPHG nominees."

Honoring horology

Beginning its collaboration with the GPHG following the 2022 awards, this extended partnership will bring previews for the upcoming ceremony to the Big Apple from Oct. 18 through Oct. 21, 2023.

The New York show will be GPHG's only exhibition in North America, and is the first stop in a global exhibition tour that will take the nominated watches to Macao, Hong Kong, Kuala Lumpur, Geneva, Dubai and Zurich ahead of the awards showcase on Nov. 9, 2023.

Encompassing all nominees across fifteen categories, the East Coast display housed by Watches of Switzerland will be open to the public for its only appearance in the Western hemisphere.



*Founded in 2001 and overseen by the Canton and City of Geneva, the GPHG aims to highlight and award the most remarkable contemporary horological creations. Image credit: GPHG*

Timepieces on the table as 2023 GPHG nominees include French fashion house Louis Vuitton's Tambour Fiery Heart Automata – the label recently celebrated the line's 21st anniversary with the release of a reimagined edition ([see story](#)) – and Swiss watchmaker Tag Heuer's Monza Flyback Chronometer, among many others.

A full list can be found on the governing body's [site](#).

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