

EVENTS/CAUSES

LVMH taking to Miami for Watch Week 2024

January 23, 2024



New Watch Week entrants, namely French watchmaker Daniel Roth and Swiss watchmaker Grald Genta, are preparing for their first showcase. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

One of French luxury conglomerate LVMH's biggest industry events is back.

Leaders have announced that this year's Watch Week program, its fifth annual, will take place in Miami from Jan. 28 through Feb. 1, 2024. Returning participants include Italian jeweler Bulgari and Swiss watchmakers Hublot, Tag Heuer and Zenith, while new entrants, namely French watchmaker Daniel Roth and Swiss watchmaker Grald Genta, prepare for their first showcase.

On Miami time

During the multi-day event, LVMH will present exclusive timepieces to an international group of media members and retailers.

Now with six brands to spotlight thanks to the addition of Daniel Roth and Grald Genta, both relaunched via La Fabrique du Temps Louis Vuitton, LVMH will also hold discussions with CEOs and other leaders from the participating brands. On-site, conversations will delve into what lies ahead for the group's watchmaking division.

LVMH Watch Week returns this year from January 28 through February 1 to present the latest creations from the Group's watchmaking brands to journalists and retailers from around the world.

Learn More: <https://t.co/pzOJuMCasg#LVMH #LVHMWatchWeek pic.twitter.com/gfRlopDb67>

LVMH (@LVMH) January 22, 2024

Starting Sunday, product drops and other revelations announced at Watch Week will be posted to the websites and social media pages of all involved maisons. This will allow consumers who cannot make it to Miami to stay up to date with developments.

Watch Week 2023 was particularly noteworthy, having been the first live version of the event since 2020. The in-person fair took place in Singapore.

Though the format moved offline, LVMH has not done away with digital channels altogether. As is the case this year, timely updates went live online for fans of Watch Week around the world ([see story](#)).

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