

JEWELRY

# Richemont unveils plans for Watches and Wonders Geneva

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*The public will be allowed into the expo for the first time. Image credit: Watches and Wonders Geneva/Valentin Flauraud*

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate **Richemont** is readying for a major industry event.

Opened today, the annual Watches and Wonders Geneva convention is underway in Switzerland, with 54 brands from across the luxury spectrum descending upon the city. Richemont alongside Rolex and Patek Philippe runs the organization behind the conference, with nearly all of the company's jewelry and watchmaking maisons exhibiting at the assembly.

## Spotlight on the future

The number of labels attending this year's show sets a record, with several appearing for the first time in Watches and Wonders Geneva's relatively short history; the event began in 2022.

New pieces and chronometer collections are set to be unveiled, with Cartier, Hermès, Hublot, IWC Schaffhausen, Jaeger-LeCoultre, Tag Heuer and Vacheron Constantin, among many others, exhibiting this week.

In 2023, the event saw maisons introduce new and innovative technologies and techniques to heritage timepieces ([see story](#)). Time will tell what the trend will be this time.



*Piaget is among the Richemont brands present on-site. Image credit: Richemont*

Among the offerings inside the Palexpo-Geneva is "The Salon" the largest watch showroom the city has ever seen, according to

Richemont are a look at the future of watchmaking from schools and start-ups at “The Lab,” talks and conferences held in “The Auditorium” and a “Watchmaking Village” that will showcase the craft through guided tours, workshops and other activities.

Watches and Wonders Geneva is scheduled to run from April 9 to 15, with the first four days of the event reserved for professionals only. For the first time, the public will be allowed inside the convention from April 13 to 15 [tickets](#) are still available.

Allowing consumers into the event is a strategic move, as the Watches and Wonders Geneva Foundation (WWGF) has noticed that new audiences are taking an interest in the industry.

“We have noticed a growing interest in our industry from the younger generation, with an average age of 35 on the public days, which is extremely encouraging,” said Matthieu Humair, CEO of the WWGF, in a statement.

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