

WATCHES AND JEWELRY

# LVMH Watch Week 2025 sets tone for year ahead

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*The event's sixth edition attracted entries that embrace innovation, leaving a lasting impression. Image credit: LVMH*

By AMIRAH KEATON

French luxury conglomerate LVMH is showcasing the latest and greatest in horology.

Hosted across New York and Paris, nine total maisons are unveiling tomorrow's timepieces at LVMH Watch Week 2025. Using innovation as a means of fighting against a market decline, the sixth-edition gathering is granting a behind-the-scenes look at products from the LVMH-owned exhibitors, the event setting the tone for fine watchmaking in the year ahead.

"New York to Paris is a perfect theme for this sixth edition of LVMH Watch Week, linking two essential regions for our maisons and the LVMH Group," said Frdric Arnault, chief executive officer of LVMH Watches, in a statement.

"We're also proud to welcome Tiffany & Co, Louis Vuitton and L'Epe 1839 as new maisons taking part in this 2025 edition, underscoring the importance of the gathering, which has become a premier event on the watch industry calendar."

## Checking in on Watch Week

From heritage manufactures such as Swiss watchmaker Zenith to newly-acquired entities including Swiss clock maker L'Epe 1839 ([see story](#)) and apparel and accessories labels breaking into the space, luxury watch brands are embracing innovation to leave a lasting impression.

From Jan. 21-22, LVMH Watch Week kicked off in NYC, wrapping stateside this past Wednesday. The presentation will also go live in Paris next week, from Jan. 30-31.

Get ready for LVMH Watch Week, from New York to Paris!

From January 21-31, 2025, LVMH Watch Week will showcase the latest horological masterpieces from nine prestigious Maisons,

highlighting their unique positioning and expertise in revealing new timepieces. [@Bulgariofficial](#)  
[pic.twitter.com/xNT6SiQNe1](#)

LVMH (@LVMH) [January 16, 2025](#)

Due to wildfires in L.A. which broke out shortly before its start date, event organizers were forced to abandon the Bel Air venue that was set to host the event ultimately pivoting to U.S. jeweler Tiffany & Co.'s 5th Avenue flagship, The Landmark.

Highlights from the American leg of the tour include an inaugural entry from the brand itself.

Marking our first appearance at LVMH Watch Week, this inventive Jean Schlumberger by Tiffany Bird on a Flying Tourbillon watch is a modern feat of high watchmaking. It features a natural turquoise dial depicting an endless blue sky and two birds adorned with almost 800 diamonds. [pic.twitter.com/ZaRbYLPHYy](https://pic.twitter.com/ZaRbYLPHYy)

Tiffany & Co. (@TiffanyAndCo) January 22, 2025

Making its LVMH Watch Week debut, Tiffany & Co. showcased the Jean Schlumberger Bird on a Flying Tourbillon.

Remixing a house classic the unit is inspired by Tiffany & Co.'s Bird on the Rock jewelry design the detailed movement sports a turquoise dial and nearly 800 diamonds.

The Extra Plat Souscription from Swiss watchmaker Daniel Roth offers a pared-back approach to haute horology.



*The Extra Plat Souscription from Swiss watchmaker Daniel Roth offers a pared-back approach to haute horology. Image credit: Daniel Roth*

A thinner version of the brand's signature Souscription Tourbillon, the modern unit is forged in 18-karat yellow gold and encased in a double eclipse structure.

Equipping an increasing number of fashion houses with watch departments serves as proof of the sector's lucrative status.

Italian jeweler Bulgari's Serpenti Seduttori collection and the Tambour Taiko Spin Time collection, belonging to French fashion house Louis Vuitton, are two examples.

A Horological Icon Reborn - @LouisVuitton inaugural Tambour Taiko Spin Time Collection. #LVMH #LVMHWatchWeek #LouisVuitton [pic.twitter.com/qniMKFPvd](https://pic.twitter.com/qniMKFPvd)

LVMH (@LVMH) January 22, 2025

Other honorable mentions include the Gentissima Oursin Fire Opal by Grald Genta, Hublot's Big Bang Meca-10 collection, and Tag Heuer's Formula 1 Chronograph, as well as the T35 collection from L'Epe 1839 and Zenith's Defy Skyline Skeleton Chronograph.

### "New York to Paris"

As luxury watch players navigate a period of decline, the current LVMH Watch Week showcase tracks with previous rounds ([see story](#)).

Brands are continuing forward with a focus on driving consumer demand via limited editions, bold designs and technical advancements.



*The Defy Skyline Skeleton Chronograph from Zenith. Image credit: Zenith*

"New York to Paris" headlines the latest edition of the annual event, pointing to the crucial task facing the industry: ensuring a direct connection with collectors and enthusiasts based in target regions is established. According to [Statista](#), the U.S. is expected to generate the most revenue for the sector worldwide in 2025.

In 2023, the country represented 25 percent of LVMH's sales, standing as a key growth driver for the group ([see story](#)).

"Our decision to organize Watch Week in the United States for the second consecutive year reflects the key position of this market, which remains at the core of our strategy, along with the deep and enduring ties we enjoy with our American customers and partners," Mr. Arnault said, in a statement.