



**WATCHES
AND WONDERS**
SHANGHAI

PRESS RELEASE

Geneva, 31 August 2023

Watches and Wonders Shanghai: the official program now available!

The Salon is about to open its doors in Shanghai with, for the very first time, two days dedicated to the general public. Visitors will be able to access the collections and latest timepieces of the 14 exhibiting Maisons, as well as several workshops, talks and a tailor-made program.

The program will be dense and 5 days won't be too much to make the most of Watches and Wonders Shanghai. Taking place between 13 and 17 September 2023, the Salon – in an innovative move – opens to the public for the entire weekend. Selling at 150 RMB, tickets are available via the Watches and Wonders WeChat account as well as on the Damai ticketing platform, and will grant visitors access to the entire show, with its 14 exhibiting Maisons, new timepieces, talks, exhibitions and workshops. As is tradition, the first three days will still be reserved for professionals – retailers and press – by invitation only. To ensure you don't miss a thing, the entire Auditorium program – conferences and panels – will be broadcast live and on replay online via WeChat!

The Salon will be hosting visitors across two floors, as part of a continued effort to offer every member of the public the best possible welcome. The 14 exhibiting brands will all be grouped together on the ground floor, while the first floor will provide a cultural and educational space, with an auditorium seating nearly 100 people. Visitors will be able to attend various themed talks, some of which will be hosted live by CEOs from the exhibiting Maisons,

covering various topics such as “*The Fine Watchmaking Universe*”, “*Iconic watches*”, “*A glimpse of Complication*” and “*History of time measurement*”. The official program of Watches and Wonders Shanghai will run for five days, with introductory watchmaking workshops, around 15 themed talks, demonstrations of watchmaking skills, and an exhibition of 40 photos entitled “*What Time Is It?*” by Karine Bauzin, which explores our relationship with time.

This is an opportunity for the younger generation to discover the skills, craftsmanship and exquisite timepieces on offer, and to join this passionate community of fine watchmaking enthusiasts and connoisseurs.

The Lazada e-commerce platform will, for the very first time, enable watch aficionados in Southeast Asia to acquire online some of the exceptional timepieces unveiled at the Salon.

Watches and Wonders Shanghai offers a complete experience, allowing professionals and the general public to rub shoulders with the watchmaking brands that bring the Salon to life. Running from 9 am to 7 pm, the entire schedule combines an online and offline approach, plenary talks and small group workshops, as well as guided and self-guided tours.

LIST OF EXHIBITING BRANDS

A. LANGE & SÖHNE | ARNOLD & SON | BAUME & MERCIER | CARTIER | CHARRIOL | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | PANERAI | PIAGET | ROGER DUBUIS | SPEAKE-MARIN | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN

Download the press release at mediacenter.watchesandwonders.com

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