

Experience
Watchmaking

WATCHES AND WONDERS GENEVA

9 - 15 APRIL 2024

OPEN TO
THE PUBLIC
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PRESS RELEASE

Geneva, April 15, 2024

Watches and Wonders Geneva 2024 Brings a Sense of Optimism and Reaches New Heights

Watches and Wonders Geneva came to a close on Monday April 15, 2024, setting both new records and a positive tone for the industry overall. Beyond steady increases in the number exhibitors, visitors, and tickets sold, the event showcased an industry unified by a common drive to share excellence and savoir-faire. The evolution to include the general public, along with the *In The City* extension, have become key factors of its success.

Together, we go further. The adage has never been truer than for the 2024 edition of Watches and Wonders Geneva, which has just concluded with record breaking figures. The event welcomed over 49,000 unique visitors over the entire week (+14% vs. 2023), including 5,700 retailers and 1,500 journalists, who all came to discover the new introductions from 54 watchmaking brands exhibiting across two levels this year. The program of activities which could be reserved by the public, including product presentations, guided tours, workshops and more, were fully booked before the first day of the event.

The hashtag #watchesandwonders2024, which is all about sharing, shot to the top of social networks, with an estimated reach of over 600 million people at closing time. The arrival of several celebrities set social media ablaze. Among them, the supermodel Gisele Bündchen, the tennis champion Coco Gauff, and soccer superstar Kylian Mbappé.

Business also reached new heights, with over 10,000 retailer appointments (+25% vs. 2023) 1,800 *Touch & Feel* press sessions, and a significant increase in end-clients placing orders.

But beyond the numbers, it was the spirit of Watches and Wonders Geneva that resonated with audiences. Throughout the week, the watchmaking industry demonstrated its diversity, as well as its unity around its cardinal values: innovation, craftsmanship, excellence and sharing.

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Importantly, interest in the event amongst a younger generation continues to grow, with numerous schools participating and strong attendance by students. Of the 19,000 tickets (vs. 12,000 in 2023), once again 25% were sold to under-25s, with an average age of 35, identical to 2023.

Watches and Wonders Geneva has already set the trends for the year, beginning with a return to more classic and unisex proportions, followed by the presence of bold colors and the use of interchangeable bracelets. Grand complications continue to command prominence, while the use of *métiers d'art* exemplifies the intersection of watchmaking engineering and decorative art.

It took 3,500 steps to explore the entire Salon, but even more to realize the full experience, which included the *In The City* program and new *Watchmaking Village* activities. Watches and Wonders Geneva opened its doors to an even broader audience this year, welcoming all generations, while continuing to balance both inclusivity and exclusivity around an industry which has become more inspiring than ever. The celebration of watchmaking continued with an incredible evening party in the city center that won everyone over. Boutiques sold out late into the night, while the *Lost Frequencies* concert transformed Geneva's quayside into an open-air festival for all to enjoy.

Watches and Wonders Geneva, the annual event for the watchmaking community not-to-be missed!

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA WATCHES | ANGELUS | ARNOLD & SON | ARTYA WATCHES | BAUME & MERCIER | BEAUREGARD | BELL & ROSS | BREMONT | CARTIER | CHANEL | CHARRIOL | CHOPARD | CHRONOSWISS | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | H. MOSER & CIE. | HAUTLENCE | HERMÈS | HUBLLOT | HYSEK | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | LAURENT FERRIER | LOUIS MOINET | MONTBLANC | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SPEAKE MARIN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH

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Press Contact: press@watchesandwonders.com

Social media: [#watchesandwonders2024](https://twitter.com/watchesandwonders2024)

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