



**WATCHES
AND WONDERS
GENEVA**

PRESS RELEASE

Geneva, April 6, 2021

Watches and Wonders opens tomorrow for the biggest watch event ever to take place online!

Close to 500 press conferences, over 40 keynotes, a daily live “Morning Show”, six expert-led panels... and a wealth of exceptional creations revealed by the 38 prestigious participating Maisons: Watches and Wonders 2021 opens tomorrow a for a particularly intense edition that will put watchmaking in the spotlight for over ten days. Online and offline, from Geneva to Shanghai, follow this unmissable event live from anywhere in the world. Connect from tomorrow 7:00 CET to the watchesandwonders.com digital platform.

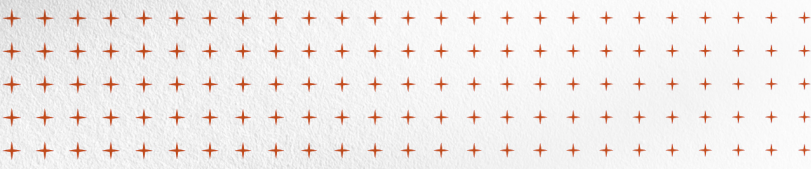
Only hours to go before the curtain comes up on Watches and Wonders with a 2021 edition in two parts, starting with a digital format in Geneva, then over to Shanghai for an in-person Salon. For more than ten days, the eyes of the world will be on the creativity and expertise of the most prestigious names in watchmaking.

Getting this horological marathon under way, Watches and Wonders Geneva promises to be particularly intense with 38 participating brands – double last year - 500 press conferences, 400 presentations to retailers, over 40 keynotes, a daily live “Morning Show”, six panel discussions, also live each day, one-to-one appointments, virtual tours and more. All part of the exciting program for the 23,000 visitors - media, retailers and end customers – who have been invited to Watches and Wonders Geneva by the brands for a fully digital Salon experience.

Watchmaking puts on a “Morning Show”

Going out live every morning from April 8 to 13 at 8:00 CET, the 2021 edition launches with the first “Morning Show” at 7:00 CET on April 7th. Presented by Belle Donati, a primetime news anchor for major European networks, this is where industry experts and other prestigious guests will be giving their informed insight. Analyses, summaries, product presentations, trend focuses, CEO interviews, expert views, panel discussions, highlights of the day and everything you need to know about watchmaking will be shared, live, each morning... not forgetting the “Minute LAB”, spotlight on the latest technology and innovations from the participating brands. No stone will be left unturned during these seven 40-minute shows, presented in English and simultaneously translated into simplified Chinese. The public will be able to watch the “Morning Show” live on the watchesandwonders.com platform or catch up on the Watches and Wonders YouTube channel and social media.

Another highlight of the event will be the 42 launches and other “breaking news” from the 38 participating brands. Expect some major announcements, new watch presentations and exclusive product reveals, all on the new watchesandwonders.com platform.



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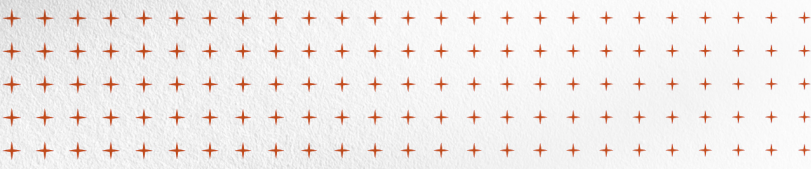
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A platform for debate and discussion

And there is more: watchesandwonders.com is also a place for ideas and debate. Every day, from April 8 to 13 at 12:15 CET, influencers, brand leaders and watchmaking experts will discuss the perspectives and challenges that lie ahead for the industry.: How can watchmaking contribute to overcome resources scarcity and generate a positive impact? What will be the lasting consequences of the global pandemic? What role should technology and new materials play? What impact can blockchain have on watchmaking? All these subjects will be covered in six 40-minute discussions, streamed live on the platform, then available on replay for the public.

A gathering of the leading players in watchmaking worldwide, Watches and Wonders is set to become the standout event for 2021. Join watch enthusiasts around the world on watchesandwonders.com from 7:00 CET tomorrow and be part of this digital experience, before moving on to China, starting April 14!



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BRANDS ON THE WATCHESANDWONDERS.COM DIGITAL PLATFORM

PARTICIPATING BRANDS | A. LANGE & SÖHNE | ARNOLD & SON |
BAUME & MERCIER | BVLGARI | CARL F. BUCHERER | CARTIER | CHANEL |
CHOPARD | CHRONOSWISS | CORUM | FERDINAND BERTHOUD |
GREUBEL FORSEY | H. MOSER & CIE. | HERMÈS | HUBLOT | IWC SCHAFFHAUSEN |
JAEGER-LECOULTRE | LOUIS MOINET | LOUIS VUITTON | MAURICE LACROIX |
MONTBLANC | NOMOS GLASHÜTTE | ORIS | PANERAI | PATEK PHILIPPE | PIAGET |
PURNELL | REBELLION TIMEPIECES | RESSENCE | ROGER DUBUIS | ROLEX |
SPEAKE-MARIN | TAG HEUER | TRILOBE | TUDOR | ULYSSE NARDIN |
VACHERON CONSTANTIN | ZENITH

BRANDS EXHIBITING AT WATCHES AND WONDERS SHANGHAI

EXHIBITING BRANDS | CARTIER | ROLEX | JAEGER-LECOULTRE |
VACHERON CONSTANTIN | IWC SCHAFFHAUSEN | PIAGET | A. LANGE & SÖHNE |
CHOPARD | PANERAI | ULYSSE NARDIN | ROGER DUBUIS | MONTBLANC | TUDOR |
BAUME & MERCIER | H. MOSER & CIE. | ARMIN STROM | ARNOLD & SON |
FERDINAND BERTHOUD | PURNELL

More information at watchesandwonders.com

Download press releases at
mediacenter.watchesandwonders.com

Password: WandW2021

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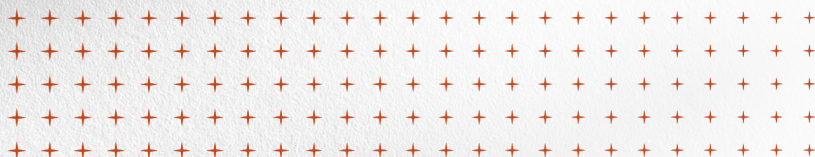
Contacts for the participating brands at

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