

TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

April 1st to 6th, 2025

Spring's unmissable watchmaking event unveils a stunning new venue: Villa Sarasin.

Geneva, August 21st, 2024. The 4th edition of Time to Watches will be held at walking distance from Palexpo during the Geneva Watch Week next spring. Gathering more than 50 brands under one roof, the Villa Sarasin offers an elegant, friendly and confidential setting, ideal for discovering the independent watchmakers of today and tomorrow.



Need to fit in some midday meetings with the standout exhibitors at Time to Watches? It's just a short walk from Palexpo. Looking forward to attend a fascinating talk on a key watchmaking topic? It's only a minute away! Eager to shake hands and network in a friendly

setting? It's right next door. No shuttles required—just bring your curiosity and enjoy the moment!

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« I'm excited about this fourth edition of Time to Watches. For the first time, we are providing the brands—and their guests—with an exceptional venue: a historic, elegant and refined mansion right next to Palexpo. This setting offers a unique opportunity to exhibit in an accessible location, with a range of professional services, key events and a relaxed, inclusive atmosphere that have all contributed to the event's success, » says Christian Wipfli, Founder and Director of Time to Watches.

For any further information :

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About Time to Watches – The Open Side of the Watch World

Time to Watches Watches is an inclusive and relaxed event born in 2022. It offers a wide range of services so that each brand can focus exclusively on its promotional and sales objectives. Time to Watches is a meeting and exchange-oriented show that aims to create synergies between all participating watch brands and their guests.

Historical watch manufacturers, newcomers, fashion, smartwatches: each brand will find at Time to Watches the perfect conditions to get in touch with its audiences. Because it is rich, diversified, creative and innovative, watchmaking can convey unique emotions, to generate real enthusiasm and to fascinate everyone.

Links

Website: www.timetowatches.com/

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