

TIME TO WATCHES

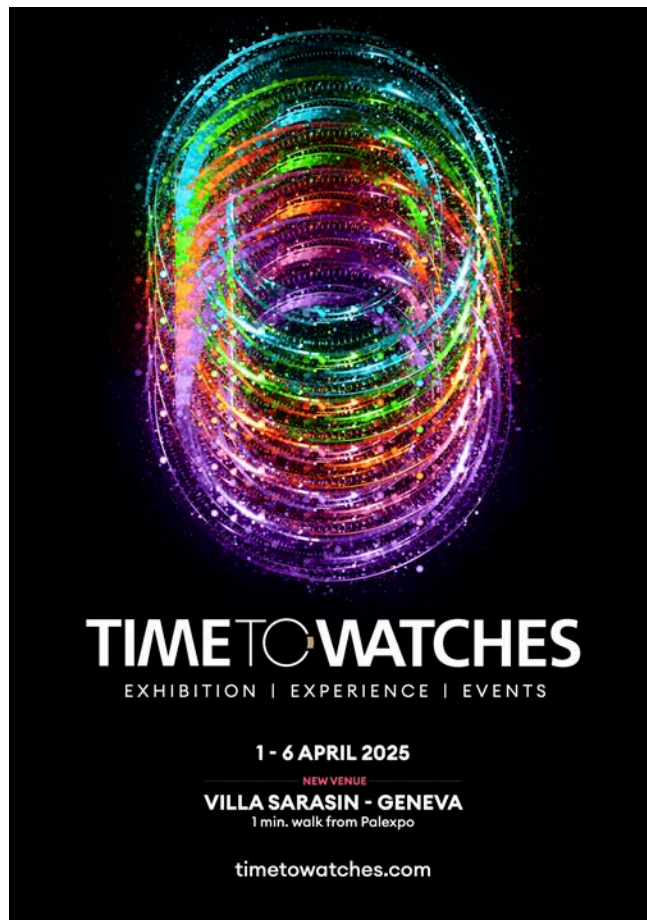
EXHIBITION | EXPERIENCE | EVENTS

First brands unveiled

The must-attend watchmaking event

Geneva, November 7th, 2024. The 2025 edition of Time to Watches promises to make a lasting impression! With its new location in a grand mansion right next to Palexpo, at the heart of Geneva Watch Week, both independent brands and established high-end houses invite you to an extraordinary watchmaking experience.

Among fifty exhibitors, MING, WOLF, Krayon, Beauregard, Beubleu, Lorige, BA111OD, Sinn Spezialuhren, GUEBLY, Charles Girardier, RESERVOIR, Laco, and many more will reveal their latest creations. Come discover a reinvented watchmaking world that breaks boundaries and redefines the very notion of time!



All of this will take place at [Villa Sarasin](#), just a one-minute walk from Palexpo's main entrance. So why not take the time to explore this unique incubator of innovation that, as every year, dares to break new ground.



[Watch the video of the path between Palexpo and the Villa Sarasin](#)

« This fourth edition of Time to Watches is set to break attendance records, thanks to its new venue, the Villa Sarasin—a remarkable location not only for its proximity but also for the elegant architecture of this historic mansion. This aligns with the event's continued elevation in quality. However, we'll retain the unique formula that has defined Time to

Watches' success: independence, inclusivity, creativity, freedom, and a relaxed atmosphere. It's a unique opportunity to discover the current and future icons and to network in a refined, easily accessible setting » said Christian Wipfli, Founder and Director of Time to Watches.

For any further information :

Françoise Bezzola

francoise@ideateams.ch

+41 79 520 82 90

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/

Photos: www.timetowatches.com/media/

Instagram: www.instagram.com/timetowatches.official/

LinkedIn: www.linkedin.com/company/time-to-watches/

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