



26° SALON INTERNATIONAL
DE LA HAUTE HORLOGERIE
GENÈVE - DU 18 AU 22 JANVIER 2016

PRESS RELEASE

FOR IMMEDIATE RELEASE



ALL CHANGE AT THE 2016 SIHH

The Salon International de la Haute Horlogerie introduced a new formula this year: alongside the Maisons that have forged its reputation, the event welcomed nine independent workshops and creators inside a newly refurbished setting.

Geneva, January 22nd 2016 – Twenty-four in all; 24 exhibiting Maisons at the 2016 Salon International de la Haute Horlogerie (SIHH). This was one of the two major innovations at this 26th edition, which welcomed nine independent workshops and creators to join the 15 established Maisons that have made the SIHH the first key gathering of the watchmaking year. These nine contemporary brands, which these past years have imposed their own style and distinctive identity, exhibited in the Carré des Horlogers, an area adjacent to the leading names in the profession, to offer a broader outlook on Fine Watchmaking and the immense creativity for which it is known. In her inauguration speech, Fabienne Lupo, Chairwoman and Managing Director of the FHH, organiser of the SIHH, observed that "The common denominators of all the Maisons at the SIHH are creativity, expertise, craftsmanship, excellence and the desire to achieve the impossible. Most of all, though, they share the heritage and longevity of an art that must continue to thrive."

The 2016 SIHH, with its 24 exhibitors, opened in completely new surroundings as the Cité de l'Horlogerie, which has served as a backdrop for the past ten years, took on a fresh appearance. The fair, which is reserved for professionals from the media and distribution networks, revealed its new decor of warm colours and sleek, contemporary lines, and still the special atmosphere that makes the SIHH so unique. This more emphatic presence was a firm response from the profession to the wider context. The stronger Swiss franc and the decline in the pace of certain markets, sometimes radically as in Hong Kong and Russia, represent new challenges for Swiss watchmaking after years of growth.

Attendance for this "new" SIHH remained strong with some 14'500 visitors from around the markets 1'200 of whom were journalists (same as 2015), including those regions affected by the slowdown observed since last year.



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The exhibiting Maisons put the full extent of their creativity to use in their 2016 collections. This was especially evident in watches that make horological technique a showcase for high jewellery, and others whose complications are of daily use with chronographs or complete calendars. The artistic crafts also remain an integral part of this quest for excellence. In the current climate, classicism nonetheless prevailed, witnessed by round forms, neutral colours and precision movements; attributes that were beautifully expressed in the Maisons' iconic collections.

As the curtain comes down on this edition, and as it enters its second quarter century, the SIHH more than ever stands out as the preeminent event in Fine Watchmaking; one which never fails to set the tone and the trends for the year.

The next edition of SIHH will take place from January 16th to 20th 2017 at Palexpo.

Exhibiting Maisons

A.Lange & Söhne, Audemars Piguet, Baume & Mercier, Cartier, Greubel Forsey, IWC, Jaeger-LeCoultre, Montblanc, Panerai, Parmigiani, Piaget, Richard Mille, Roger Dubuis, Van Cleef & Arpels, Vacheron Constantin

"Carré des Horlogers"

Christophe Claret, De Bethune, H. Moser & Cie, Hautlence, HYT, Kari Voutilainen, Laurent Ferrier, MB&F, Urwerk

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