PRESS RELEASE

The Salon International de la Haute Horlogerie continues to grow

The Salon International de la Haute Horlogerie continues to attract the leading names in luxury and talented independents. More than ever, this prestigious event sets the standard in the watchmaking world and stays up to speed with a changing environment.

Geneva, June 13th 2017 – Important new developments will be part of the 28th Salon International de la Haute Horlogerie (SIHH), taking place January 15th to 19th 2018. For the third consecutive year this major event will be ringing the changes, ready to welcome prestigious exhibitors. The central aisles are extended for the arrival of Hermès, while a bigger Carré des Horlogers makes room for DeWitt, Chronométrie Ferdinand Berthoud and Romain Gauthier: SIHH is expanding on a par with its international renown. These new arrivals bring the total number of exhibitors to 34, with 18 Historic Maisons and 16 Carré des Horlogers brands, all dedicated to achieving excellence in the measurement of time.

The epicentre of Fine Watchmaking, SIHH retains the selectiveness and exclusivity that has underpinned its success for the past 27 years. "There is no intention of extending SIHH indefinitely. It will grow within carefully measured limits so as to preserve the values of excellence that have forged its reputation. It must also meet the expectations of its exhibitors and clients, both now and in the future," commented SIHH Managing Director, Fabienne Lupo.

Each January in Geneva, exhibitors unveil their finest creations. This is also where the latest trends in technical and precious watchmaking are revealed, and where the people who are shaping the industry today and tomorrow meet. Professionals, journalists and influencers, experienced and aspiring collectors all converge on this unique and eagerly anticipated event.
By moving forward this way, SIHH accompanies the remarkable progression observed within the Fine Watch segment these past years. New players, new clients, new markets… the luxury business is extending its boundaries and engaging in a genuine dialogue with its fans.

In keeping with this spirit, SIHH opened its doors to the public for one day last year, and will be doing the same again in 2018.

Make no mistake, the next SIHH promises to be as exciting, surprising and innovative as ever.

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

Carré des Horlogers

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