



**SALON INTERNATIONAL DE LA
HAUTE HORLOGERIE GENÈVE**

DU 16 AU 20 JANVIER 2017

PRESS RELEASE

SIHH 2017: A NEW DIMENSION

Having welcomed new brands, the Salon International de la Haute Horlogerie reached the record number of 30 exhibiting Maisons for a 2017 edition that more than lived up to expectations. For the very first time, the event was open to the public.

Geneva, January 20, 2017 – The 2017 edition of Salon International de la Haute Horlogerie kept up the pace of changes that began last year. The arrival of new partners brought the total number of exhibitors to 30, a record since the Salon was first launched in 1991. There was more to see both in the main aisles and in the Carré des Horlogers, a showcase for artisan-creators and independent workshops, resulting in a unique panorama of contemporary Fine Watchmaking. Already a standout date in the calendar, the SIHH now positions itself as the international venue for watchmaking excellence. This is a status which a wider audience can now enjoy, as what has always been an industry event opened its doors to the public on its last day. This initiative was crowned with success, shown by the record number of visitors for the entire week. This year, attendance rose by 10% to 16'000 visitors including 1'200 Journalists, and 2'500 Public visitors on Friday, last day of the exhibition.

In the prevailing climate for watch exports over the past year and a half, the success of SIHH 2017 was by no means a foregone conclusion. As the curtain came down, and with representatives from all the main markets in attendance, there is every reason to be optimistic. All the Maisons, which proved they were able to adapt their products to the current context, were delighted by contacts made with their distributors, suggesting that 2017 will be a year of consolidation. Fine watchmaking now appears to be more in phase with its historic progression, leaving behind the years of exuberance that are rare in such a mature sector.

This return to a more tangible reality showed in the collections. Brands "toned down" their offering and extended their entry-level ranges. Useful complications take precedence.



Emphasis is on classic forms. Materials are more subdued. This more restrained approach to Fine Watchmaking is no obstacle to imagination or innovation, and does not limit opportunities for the métiers d'art to shine. Technical and precious watchmaking continues to push the mechanical and artistic limits of the profession. These qualities were clearly in evidence at SIHH 2017 for a year that will undoubtedly see fine watchmaking return to a sound footing.

Exhibitors

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

The “Carré des Horlogers”

Christophe Claret, Grönefeld, H. Moser & Cie, Hautlence, HYT, Kari Voutilainen, Laurent Ferrier, MB&F, MCT-Manufacture Contemporaine du Temps, Ressence, RJ-Romain Jerome, Speake Marin, Urwerk

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All information on www.sihh.org – Press area – Password: Sihh2017_press