

PRESS RELEASE

Geneva, 1 September 2025

For immediate release

GPHG 2025

Discover the 90 competing timepieces and the World Tour stages



The Grand Prix d'Horlogerie de Genève (GPHG) Foundation has unveiled on gphg.org the official list of 90 timepieces nominated for the 25th edition of the GPHG, as well as the stages of its world tour.

This summer, the **1,050 members of the GPHG Academy** selected **84 watches and 6 clocks** from among the **302 models** submitted by **184 brands**. Divided into 15 categories, these exceptional timepieces will now compete for one of the 20 prizes awarded to the year's most beautiful watch creations, including the highly coveted "Aiguille d'Or" Grand Prix.

The 2025 winners will be announced on Thursday 13 November at the 25th GPHG awards ceremony, to be held at the *Bâtiment des Forces Motrices* in Geneva. The event will be broadcast live on gphg.org and shared by the GPHG's media partners.

Ahead of the ceremony, the nominated watches will be exhibited in China, Turkey and then Switzerland, before heading to Dubai where the winning models will be presented after the prize list has been announced.

As a partner in the first stage of the 2025 World Tour, **Hantang Culture** will host the exhibition in **Shanghai from 29 September to 8 October**, during Golden Week. Committed to promoting cultural exchanges between East and West, Hantang Culture is supporting the GPHG in showcasing Swiss watchmaking excellence in China.

The tour will continue in **Istanbul from 15 to 20 October**, for a unique exhibition organised with the Turkish fashion group **Vakko** in its private hotel on the banks of the Bosphorus, a first in Turkey.

Offering the public an unmatched overview of the creativity of contemporary watchmaking – a jewel in the crown of Swiss culture and industry – these first two exhibitions also provide the ideal setting in which to celebrate this year's anniversaries of friendly diplomatic relations between these two countries and Switzerland.

Geneva's Musée d'Art et d'Histoire will in turn welcome the nominated **timepieces from 29 October to 16 November 2025** to its historic premises. A wide-ranging cultural outreach programme will be offered to the public and schools as part of this event.

As the final stop on the 2025 tour, **Dubai Watch Week** will honour the 2025 **winners from 19 to 23 November**, after the 25th awards ceremony.

About the GPHG Academy

Created in 2020, the Academy is composed of several hundred members, significant stakeholders in the main sectors of the watchmaking industry, divided into colleges and forming a vast worldwide network of ambassadors. Academy members take part in the various stages of the timepiece selection process, proposing models for the competition in the spring of each year, before shortlisting nominations among the timepieces entered in the competition by the brands in the summer, and then taking part in the final autumn vote to establish the prize list alongside the Jury.

About the GPHG : Created in 2001 and overseen since 2011 by a Foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.

2025 nominations: <https://www.gphg.org/en/gphg-2025/nominated-timepieces>

HD pictures of the Nominated

timepieces: https://www.gphg.org/98hor214goixwl/photos_hd_preselection_2025_lcgXcmoAeqTAqAS.zip

2025 exhibition schedule: <https://www.gphg.org/en/gphg-2025/2025-schedule>

Cultural outreach programme, Musée d'Art et d'Histoire: <https://www.gphg.org/en/2025-cultural-mediation-programme>

Academy: <https://www.gphg.org/en/academy/presentation>

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#fgpsa #fgpswissandalps #forbesglobalproperties

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