

PRESS RELEASE

Geneva, October 18th 2024

A third stop-over in New York at Watches of Switzerland



The 90 watches nominated by the Academy of the Grand Prix d'Horlogerie de Genève (GPHG) are the centre of attention for watch lovers from October 18th to 21st in New York. Organised by Watches of Switzerland, this third leg of the GPHG 2024 world tour gives access to the finest current timepieces from 57 brands.

After its first two successful stopovers in Hong Kong and Ho Chi Minh City, the GPHG has chosen to return to New York in 2024 for the third year running in Watches of Switzerland's Soho showroom, where the local public is invited to plunge into the fascinating world of watchmaking and gain a better understanding of the many facets of its culture under the guidance of expert watchmakers. Featuring 90 watches in 15 categories, the exhibition offers a unique opportunity to discover first-hand a wide range of contemporary products and trends, including brands and timepieces that are new to certain markets.

The watches presented are in the running to win one of the 20 prizes, including the coveted "Aiguille d'Or" Grand Prix that will be handed out on **November 13th in Geneva at the 24th GPHG Awards Ceremony, broadcast live on gphg.org from 6.15 pm** (local time).

The travelling exhibition of nominated watches will continue in Geneva at the *Musée Rath* from October 31st to November 17th. The Bucharest University Library will host the prize-winners after the awards ceremony from November 21st to 23rd, at the initiative of MisterWatch Magazine.

Meanwhile, we invite you to discover the photos of our events and follow all the GPHG news on our social media: [Instagram](#), [Facebook](#) and [LinkedIn](#).

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 over 20 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.

Watches nominated in the 2024 edition: <https://www.gphg.org/en/gphg-2024/nominated-timepieces>

World Tour 2024: <https://www.gphg.org/en/gphg-2024/2024-schedule>

Mediacenter: <https://mediacenter.gphg.org/>

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