

PRESS RELEASE
Geneva, 16 October 2025

The GPHG in Turkey for the first time!



After a noteworthy first stop in Shanghai, the watches nominated by the Grand Prix d'Horlogerie de Genève (GPHG) Academy are on display in Istanbul until 20 October.

Organised and hosted by the Vakko fashion group in its privatised hotel on the banks of the Bosphorus, this second stage of the GPHG 2025 travelling exhibition invites the local public to enjoy a deep dive into the fascinating world of watchmaking, gaining a better grasp of its many facets by discovering the most beautiful current timepieces under the guidance of expert watchmakers.

Inaugurated yesterday in a ceremony attended by Turkish authorities and Swiss Ambassador to Turkey, His Excellency Guillaume Scheurer, this exhibition also provides an ideal setting in which to celebrate this year's 100th anniversary of diplomatic relations between Switzerland and Turkey.

Cem Hakko, President of the Vakko group, said : *"This exhibition is not only a tribute to fine watchmaking, but also a celebration of time as an art form — honouring craftsmanship, elegance, and cultural dialogue. Our vision is to bridge past and future, local values and universal aesthetics. With this collaboration, we bring the artistic and cultural spirit of Swiss watchmaking to Turkey, marking a meaningful moment as our countries celebrate 100 years of friendship."*

Raymond Loretan, President of the GPHG Foundation, added: *“After Shanghai, Istanbul offers an exceptional setting where cultures, histories and creative energies meet. The Bosphorus, a bridge between East and West, perfectly symbolizes the spirit of the GPHG: a celebration of the universal art of watchmaking, which transcends borders and brings people together around beauty, creation and innovation.”*

In Geneva, the *Musée d'Art et d'Histoire* will in turn host all the nominated timepieces from 29 October to 16 November. Final stop of the 2025 tour, following the awards ceremony, Dubai Watch Week will honour the winners from 19 to 23 November.

The 90 timepieces nominated by the Academy are in the running to win one of 20 prizes – including the prestigious “Aiguille d'Or” Grand Prix – that will be handed out on **Thursday 13 November in Geneva** during the **25th GPHG awards ceremony, broadcast live on [gphg.org](https://www.gphg.org) at 6pm CET.**

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.

About Vakko : Founded in 1934 by Vitali Hakko, Vakko is a distinguished brand that has brought together fashion, lifestyle, and elegance for over 90 years. Since its inception, Vakko has embodied a philosophy of quality, craftsmanship, and original design, earning its place as a pioneering name in the world of luxury fashion. Deeply committed to art, culture, and education, Vakko has evolved into a multifaceted brand that resonates with a wide spectrum of lifestyles. Alongside its strong presence in fashion and retail, the company continues to expand its vision with strategic investments in gastronomy and hospitality. As a publicly traded company, Vakko upholds principles of transparency, sustainable growth, and a strong bond with its stakeholders, continuing to define luxury through a unique and enduring legacy.

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

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

Photos of the 2025 Istanbul event: <https://mediacenter.gphg.org/category/exhibition-2025/istanbul/>

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