

Pre-Baselworld press release | February 16, 2016 | For immediate release

Your preview of 76 new creations from the Swiss watch brands

The world's biggest watch and jewellery fair, BASELWORLD will open March 16 to 24. The 76 novelties in the Press Preview offer a foretaste of what's to come in 2016. Jewellery watches for ladies, classic timepieces and chronographs for men, promise to be the year's major trends.

Close to 300 Swiss brands in the starting-blocks

Three hundred Swiss brands from the watchmaking, jewellery and related sectors are present at the heart of this global fair, which draws 1,500 exhibitors from across the world. In a complex economic and political climate, these Swiss brands demonstrate their creativity and passion. Innovation and expertise are their driving force, and have been for decades, even centuries for some.

Inspiring new trends

Ladies' watches are in the spotlight for a good many Swiss brands, with complications and chronographs joining gemset models. Classic timepieces for men make room for uncluttered dials and elegant cases, while new designs for complications and tourbillons can be seen at the high end of the market. Sport watches, and chronographs in particular, play a prominent role this year. Also, an increase in the number of steel watches enables brands to propose products at more attractive prices than in previous years.

Swiss watch exports fall slightly

The Swiss watch sector reported a slight decrease of 3.3% in value and ended 2015 at CHF 21.522 billion. Note that over the five years leading up to 2015, Swiss watch exports increased by a considerable amount, gaining almost 70% in value terms over that period.

The Swiss Press Centre at your service

The Swiss Exhibitors' Committee will be delighted to welcome you at the Swiss Press Centre – inside the Baselworld Media Centre – from Wednesday 16 to Thursday 24 March, from 8.30 am to 6.30 pm. Whether you need information, suggestions, or press material from the Swiss brands, we are at your disposal. It will be an honour to see you there and we look forward to your visit.

Swiss Exhibitors' Committee at Baselworld