



Press Release

SIHH 2019

**The 29th edition of the Salon International de la Haute Horlogerie
kicks off in Geneva**

Colors of Time: a vibrant evening sets the scene

Geneva, Sunday January 13th 2019 – Sparkling bubbles, pampered taste buds and, above all, the pleasure of being together, sharing and exchanging. Tonight, more than 500 guests, including retailers and journalists from all over the world, collectors, personalities from the Geneva business community, as well as the 35 CEOs of the exhibiting Maisons, gathered to launch the 29th edition of the Salon International de la Haute Horlogerie in Geneva. This festive, warm and friendly evening showcased a shared passion for Fine Watchmaking around the *Colors of Time* theme, with intense, bright hues reflecting the spirit of these reunions marking the very first highlight of the annual watch industry calendar.

Organized for the first time within the setting of the SIHH, the *Colors of Time* evening was full of surprises for its guests. A red carpet walk, a stop-off at the photocall wall, TV cameras rolling and flashbulbs popping marked the start of festivities at 7:30 pm. A first special moment worthy of a great festival featuring various guests and well-known figures such as Pierce Brosnan, who posed for the cameras before witnessing the big 'family photo' gathering of the 35 CEOs of the exhibiting Maisons around Fabienne Lupo, Managing Director of the SIHH. A drone took flight to capture this moment before it was posted on social media!

Then came time for celebrations and entertainment. Immersed in a black and white setting and wearing a flashing luminous bracelet, guests first witnessed a superb performance by choreographer and dancer Daniel Stryjecki. Sweeping movements reproduced in the form of colors projected onto a giant screen. The pure grace of perfectly controlled and flowing body language!

On the other side of the stage, the evening continued in "technicolor" mode, alternating between the electro-lounge sound of Parisian DJ Julia, the lively beat of the seven musicians of "the London Essentials" strolling around the venue and a joyful team of stilt walkers in charge of welcoming and guiding guests.

In terms of gastronomy, the *Colors of Time* theme was interpreted in live cooking mode through four colorful atmospheres: blue-green for the oyster bar, red-orange for lobster and salmon



carpaccio, yellow for scallops or turmeric-baked tilapia, and purple for Baltic black beef or beets... A real treat for the eyes and taste buds, the cocktail dinner was masterfully orchestrated by Executive Chef Yoann Conte, Pastry Chef Christophe Renou, *Meilleur Ouvrier de France*; and Market Chef Frédéric Jaunault, also *Meilleur Ouvrier de France*. Shellfish lovers were able to appreciate the dexterity of the oyster opening world champion, Marcel Lesoille, who holds the record in this field!

A worthy kick-off to the SIHH 2019, the evening vividly reflected the spirit of the 29th edition opening this Monday January 14 in Geneva: intense, fast-paced, dynamic, and resolutely oriented towards exchanges and networking. A full immersion into the heart of the passion for Fine Watchmaking that the 20,000 visitors eager to discover the major watch trends and innovations of 2019 are about to experience over the course of this week.

Historical Maisons

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

Carré des horlogers

Armin Strom, Christophe Claret, Chronométrie Ferdinand Berthoud, DeWitt, élégante by F.P.Journe, Grönefeld, H. Moser & Cie, Hautlence, HYT, Kari Voutilainen, Laurent Ferrier, MB&F, Ressence, Romain Gauthier, RJ, Speake-Marin, Urwerk.

Salon International de la Haute Horlogerie

14-17 January, 2019 – Geneva – Switzerland

www.sihh.org

Organized by the Fondation de la Haute Horlogerie – Geneva

Press lounge: <https://www.sihh.org/presse/> No password

Press kits and photos (starting 14.01-2019)

TV / Digital Video platform: videos and pictures of the SIHH

Press contacts

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