

BASELWORLD

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«THE HYPE» JOINS BASELWORLD AND BECOMES «THE BASELWORLD WATCH LOUNGE».

More than fifteen independent brands have joined together to participate in Baselworld 2020. Grouped under a new banner - «The Watch Lounge», they will occupy a new multifaceted space – bright, friendly and open - in Hall 1 South.

Baselworld reaffirms its position as the leading business platform serving the watchmaking ecosystem, with a variety of formats that reflect the richness and diversity of the industry.

BASEL, SWITZERLAND, 19 December 2019 – About fifteen independent watch brands that previously exhibited in a hotel near the show, have decided to join Baselworld in 2020, all grouped together under a new banner - The Watch Lounge.

The Watch Lounge thus becomes a new space that complements **Les Ateliers** (which brings together independent watchmakers) and the redesigned **Watch Gallery**, which will bring together all manner of companies from the start-up firm pitching its new project to the already more established brands that want to expand their distribution.

Friendly, open spaces, the concept of the Watch Lounge under the leadership of Roderich Hess and James Henderson, is based on a more informal atmosphere aimed at bringing together more than fifteen brands with media and collectors in a relaxed and interactive way.

Michel Loris-Melikoff, Managing Director of Baselworld said: «I am delighted to welcome all of these dynamic entrepreneurs to Baselworld. We are continuing our work to transform the show. Baselworld aims to be a community and unifying entity. Listening, dialogue, entrepreneurship, and creativity are essential as we continue to implement our 2020+ strategy and work to make Baselworld not only the best business platform but also the most varied and complete show of its kind.»

James Henderson commented: «When Rod and I had the opportunity to participate in the creation of a new concept for small, independent, and so-called micro brands at Baselworld, we jumped at the opportunity! Baselworld is, and continues to be, the most important watchmaking event in the world. This is the only time in the year that people from all over the world come together to share their passion for watches. We were very impressed by the organisation's desire to create something special, and we look forward to bringing this new format to Baselworld!»

By engaging in a constructive and transparent dialogue with the many independent brands who contribute to the richness and diversity of the watch industry, and taking various measures in consultation with them, and thanks to the commitment of Michel Loris-Melikoff, his team and an

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entire community have worked to strengthen and redeploy the rich and varied ecosystem of independent brands present at Baselworld, the show has repositioned its offers to better meet the expectations of brands. This has always been carried out with a pragmatic attention to costs that now allow more competitive pricing.

Printable media image material is available for download free of charge as part of reporting under the following link: <https://www.baselworld.com/en/services/press-mediadatabase>

About Baselworld

Baselworld is the most important experience platform for the global watchmaking, jewellery, gemstone and related industries. Building on a tradition started over a century ago, Baselworld has become the annual must-attend trade show where discerning buyers, influential media and savvy connoisseurs unite as a community to discover and experience new trends and innovations showcased by top brands first-hand and share these globally. Now under new management of Michel Loris-Melikoff and his team, Baselworld is poised to become a global event brand that is building a new year-round dynamic - digitally, socially, experientially - for these industries around the world.

Baselworld is organized by MCH Group, a globally leading live marketing company - headquartered in Basel (Switzerland) - with a comprehensive services network spanning the entire exhibition and event market. It owns and operates the exhibition centers in Basel and Zurich. It organizes around 40 exhibitions in Switzerland and abroad, including Art Basel in Basel, Miami Beach and Hong Kong. The companies in the segment of "Live Marketing Solutions" are present all over the globe and offer customized marketing solutions in the areas of strategic and conceptual consulting, marketing consulting, event management and exhibition and event structures.

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