

BASELWORLD

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BASELWORLD MAINTAINS EXCELLENT RAPPORT WITH BREITLING

The Swiss luxury watch manufacturer Breitling has opted in favour of showcasing its brand within its own format in 2020 because of the late date of Baselworld. A return in 2021 is expressly not excluded. Tudor, on the other hand, will have its own stand from 2020.

BASEL, SWITZERLAND, 14 April 2019 – “We very much regret that Breitling will not be exhibiting at Baselworld 2020,” explains Michel Loris-Melikoff, Managing Director of Baselworld. He emphasizes, however, that there have been very constructive and cooperative discussions with the watch manufacturer in recent weeks. In 2020, Breitling will be relying on its previously launched Summit platform to which dealers, the media and collectors will be invited. The Rolex sister brand Tudor, on the other hand, will showcase itself at its own stand in Hall 1.0 at the next edition and Rolex will expand its stand accordingly to include the previous Tudor area.

“The path Breitling is taking to present the brand as an experience is perfectly in line with our strategy of transforming Baselworld into an experience platform,” said Loris-Melikoff. “That’s why we jointly strove to integrate the Summit into Baselworld. In the end, no agreement was reached because the end of April date set for Baselworld 2020 – from 30 April to 5 May – was too late for Breitling.”

Towards the end of last year, Baselworld announced that it had succeeded in synchronising the dates for the next edition with the Geneva Salon International de la Haute Horlogerie (SIHH). This harmonisation of dates was expressly welcomed by the industry, dealers and the media, as especially dealers and media representatives from America and Asia do not have to travel to Switzerland twice within a few weeks.

Georges Kern, CEO of Breitling, underlines that Baselworld 2019 was a very successful show for the brand. “Nevertheless, we decided to focus on our global Summit format in 2020 and the subsequent local roadshows. The decisive factor is first and foremost the new Baselworld date at the end of April, which cannot be reconciled with our planning.” He emphasises that the extensive innovations developed and implemented by Baselworld management under Michel Loris-Melikoff in a very short space of time have provided positive impetus and can form a basis for reorienting Baselworld for the future. “We will decide at a later date whether to return to Basel in 2021,” says the CEO of Breitling.

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Meanwhile, Rolex sister brand Tudor has announced that it will be present with its own stand in Hall 1.0 from 2020. Rolex will expand its stand accordingly with the addition of the Tudor area. “This is a strong demonstration of confidence in the successful future of Baselworld and gives us a boost for the tasks ahead,” says Michel Loris-Melikoff. “Our strategy has met with very strong approval from exhibitors, the media and visitors. We will drive change forward with great energy and passion.”

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