

PRESS RELEASE for *immediate release*

Bucherer Zurich hosts the GPHG 2020 roadshow



Geneva, October 23, 2020 - After a first stop-off in La Chaux-de-Fonds, the 84 watches nominated by the Academy of the Grand Prix d'Horlogerie de Genève (GPHG) were on view in Zurich at the Bucherer boutique on Bahnhofstrasse from October 20 to 22, 2020.

Offering a unique opportunity to see the year's most beautiful timepieces from nearly 50 brands gathered in one place, the GPHG's roadshow enables the public to admire the excellence and vitality of contemporary watchmaking art in all its magnificent diversity.

Collectors, connoisseurs and members of the local watchmaking community were invited by major Swiss retailer Bucherer to come and share their passion for fine watchmaking and horological creativity. Parallel to the opening of the exhibition to the public, exclusive events offered customers rare opportunities to discover the technical and artistic prowess and magic of the timepieces on display.

"Here at Bucherer, we daily live out our passion for the art of watchmaking and exclusive timepieces. We are therefore extremely proud to have been able to offer for the first time a platform for these exceptional watch creations in our Zurich flagship boutique, thereby enabling numerous watch enthusiasts to enjoy a close-up and personal view of these masterpieces."

Patrick Graf, CEO Bucherer

"The GPHG is delighted to have been able to count on this partnership with Bucherer. As an outstanding promotional instrument for the watch industry, the GPHG is particularly pleased with the exhibition in Zurich. It is important that Switzerland's economic capital should become even more aware of the importance of this sector. Our exhibition of the 2020 flagship models is an opportunity to achieve exactly that. It is also extremely positive that the GPHG – as the veritable watchmaking "Oscars" – is thereby strengthening its reputation in the German-speaking part of Switzerland."

Raymond Loretan, President of the GPHG

This 2020 edition is an opportunity for the GPHG to meet the Swiss public. After La Chaux-de-Fonds and Zurich, the **84 nominated watches – in the running to win the famous "Aiguille d'Or " Grand Prix or one of the 18 prizes that will reward contemporary watchmaking excellence – will be exhibited in Bern and then in Geneva, where the 20th GPHG awards ceremony will be held on November 12 this year.**

Event photos : <https://mediacenter.gphg.org/category/exhibition-2020/zurich/>

Exhibition schedule: <http://gphg.org/horlogerie/en/gphg-2020/2020-calendar>

The 84 nominated watches: <http://gphg.org/horlogerie/en/gphg-2020/nominated-watches>

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