



BASELWORLD 2015

Baselworld 2015 saw 1,500 brands unveil and showcase their innovations and creations to buyers and journalists from around the world. One of the major highlights on the watch and jewellery annual calendar, the event drew a record number of representatives from the media, underscoring the international interest in the show. The show was opened in grand style by Swiss Federal Councillor Johann Schneider-Ammann, who praised watchmaking as an art, portraying it thus: "With the invention of the mechanical clock, time was, in the true sense of the word, turned into an art. An art that is driven to ever higher peaks – in precision, in technological ingenuity and in ever-evolving aesthetic forms."

Baselworld 2015 highlighted the continued resilience, responsiveness and creativity found within the industry. Reflecting on this year's edition of Baselworld, François Thiébaud, President of the Swiss Exhibitors' Committee, said he was reminded of the show's rich history and the evolution from its simple roots to the superlative event it is today. "Baselworld is universally acknowledged as the premier event for the global watch and jewellery industry. What makes it exceptional is that Baselworld is the only show that fully reflects the excellence of the industry by uniting everyone from the smallest to the largest brands representing every sector; and it offers each of these a prestigious platform to present themselves in the best light."

Some of the leading watch brands in attendance included Bell & Ross, Blancpain, Breguet, Breitling, Longines, and Omega. Going beyond the world of watches and jewellery, the show is also the leading global event for diamonds, gemstones and pearl merchants as buyers and dealers from around the world gather due to the large, multi-market audiences that Baselworld attracts on an annual basis. ■

Baselworld 2016 takes place from 17-24 March 2016, to learn more visit www.baselworld.com

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