



# BRITISH WATCHMAKERS' DAY

## 'BRITISH WATCHMAKERS' DAY' - THE FIRST MAJOR SHOW DEDICATED TO BRITISH WATCH BRANDS IS ANNOUNCED FOR MARCH 2024

The Alliance of British Watch and Clock Makers has announced the first exhibition dedicated to showcasing the work of its Trade members - British Watchmakers' Day.

The event is taking place on Saturday, 9 March 2024 at Lindley Hall (Royal Horticultural Halls) in Westminster.

"Since founding the Alliance we've welcomed over 90 trading British watch and clock companies to our community. We're enjoying a major resurgence of British watchmaking and it's time for us to make a statement with an event which is dedicated to our member brands" said Alistair Audsley, CEO of the Alliance.

There are over 40 confirmed exhibitors already including: Accurist, Alkin, Arken, Backes&Strauss, Beaucroft, Brooklands, Böken, BVOR, Christopher Ward, Clemence, Duckworth Prestex, Elliot Brown, Escudo, Farer, Fears, Fink, Freese, Geckota, Great British Watch Company, Harold Pinchbeck, Helicon, IOTA, Isotope, MHD, Mr.Jones, Marloe, Monro, Nite, Nomadic, Omologato, Olivier Meylan, Pinion, Pompeak, Schofield, Sidereus, Sinclair Harding, Studio Underdog, Thomas James, Vertex, William Wood, Zero West and, in an exclusive first for the event, Roger W. Smith.

"We're delighted with how well the concept of British Watchmakers' Day has been received by our members and we can promise watch lovers an exciting and packed day" said Alistair.

For collectors, the highlight of the event will be Special Edition watches created by exhibitors, exclusively available to guests at British Watchmakers' Day.

Alliance chairman, Roger W Smith, who has a famously lengthy waiting list for his ultra-rare watches will be creating a Series One watch available especially on British Watchmakers' Day.

Roger said; "My hope is that British Watchmakers' Day will become an annual event as we try to raise awareness of our sector around the world. I wanted to make clear just how much this event means to me and that's why I've committed to build one of my own watches especially for the event".

Mike France, Alliance co-founder and CEO of Christopher Ward has made a similar commitment. "We're sure that Special Edition watches will be a focal point in what promises to be a historic day for British watchmaking. At Christopher Ward we're making a special edition version of our Bel Canto watch, which has a global waiting list."

"With virtually all our confirmed exhibitors having committed to produce Special Editions exclusively for the day, we're confident attendees will find watches that are perfect for every wrist and wallet size" said Alistair Audsley, "and that's no better demonstration of just how far the British watch sector has come along in recent years."

Over the coming months, further details, newly confirmed exhibitors and special edition watches will be announced on the Alliance's channels at [www.britishwatchmakers.com](http://www.britishwatchmakers.com) or @britishwatchmakers on Instagram.

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Notes for Editors:

For more information on the Alliance of British Watch and Clock Makers, or to request to speak to a founder about the organisation, contact:

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