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Press Release

INHORGENTA MUNICH introduces a new boutique concept in the Timepieces Hall

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A new, vibrant focal point will complement Hall A1 Timepieces at the 2019 INHORGENTA MUNICH (February 22 to 25): An innovative Watch Boutique will be set up in the middle of the hall where exhibitors will showcase new models and collections. Exhibitors include Alexander Shorokhoff, Ebel, MeisterSinger, Michel Herbelin, Mühle Glashütte, Sinn Spezialuhren, Staudt Watches, and Tutima Glashütte.

The already fully booked boutique area, situated in the heart of the Timepieces Hall, invites exhibition visitors to window shop through the world of timepieces on display at INHORGENTA MUNICH. In an atmosphere of elegant sophistication, visitors will experience the latest on offer from the watch industry. A bar at the center of Hall A1 produces a relaxed lounge atmosphere ideal for carrying out exciting discussions. Industry members will get together there to discuss the latest developments in the world of timepieces..

“The Watch Boutique has opened new doors for additional brands to be showcased at INHORGENTA MUNICH,” says Exhibition Director Stefanie Mändlein. “We have created a meeting place in the heart of the hall with a welcoming atmosphere. Our concept will not only impress exhibitors, but also visitors.”

Long-standing exhibitors such as Casio, Junghans, or Engelkemper will be joined by many new brands in the Timepieces Hall in February 2019. One such newcomer is the Citizen Group, which, alongside its parent brand Citizen, will present its Swiss brands Frederique Constant and Alpina as well as the American heritage brand Bulova in Munich. Maurice Lacroix is returning after a break of

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several years with a large exhibition stand, as is Bruno Söhnle. Smartwatch manufacturer Garmin is also new to the trade fair with their own stand. Their exhibit together with Komsa will widely represent the booming smart and connected watches segment. “From the finest quality Swiss mechanical craftsmanship and the widest range of German brands to the latest generation of smart watches: Visitors can find a wide range of products at INHORGENTA MUNICH, allowing them to assemble their own optimal array of products,” says Klaus Dittrich, Chairman and CEO of Messe München.

For more information, please visit [INHORGENTA MUNICH](#)

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About Maurice Lacroix

Maurice Lacroix is based in Saignelégier, located in the Jura region, an area noted for its watchmaking prowess. The past 40 years, the Swiss watchmaking company has produced watches reputed for their high perceived value and attention to details. Maurice Lacroix watches are distributed to more than 1'800 points of sale. It continues to grow, based on a winning formula of quality, reliability, ingenuity and determination, expressed through fresher and high perceived value designs backed by patented technologies. On July 1, 2011, DKSH, a Swiss company based in Zurich and the leading Market Expansion Services provider in Asia, acquired a controlling stake in the Maurice Lacroix group. With 825 business locations in 37 countries – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017.

About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

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Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.