



Press Release
For Immediate Release

Festival Suisse de l'Horlogerie, 3rd edition A heritage venue, an immersive experience in the soul of watchmaking

For its third edition on September 19, 20, and 21, 2025, the Festival Suisse de l'Horlogerie, a highly cultural event, will take place in Yverdon-les-Bains at an exceptional facility whose reputation extends beyond Switzerland's borders: the Grand Hôtel des Bains d'Yverdon.

Ticketing: <https://bit.ly/4p60d4A>

Prestigious guests

In this architectural icon, history is not frozen inside the walls: it lives on in the gestures and expertise that bring watchmaking creations to life. The Festival Suisse de l'Horlogerie shines a spotlight on these artisans, independent brands, and crafts that, sometimes in the shadows, shape the beauty of time.

This year, a **prestigious guest** will enhance the celebration: The **Fondation de la Haute Horlogerie**, together with one of its experts, will present cultural and historical contents on major themes of watchmaking savoir-faire, reflecting its richness and complexity.

Highlights of the 3rd edition

Friday, September 19 – Youth Day

A day specially dedicated to students, to convey a passion for the watchmaking craft and perhaps inspire new vocations. Workshops, meetings, and discussions will offer them a unique immersion into a world where tradition and innovation come together.

Sunday, September 21 - The Watch Exchange

This day is dedicated to exceptional pieces, where collectors, enthusiasts, and curious visitors can discover and discuss rare horological treasures.

The Villa des Métiers d'Art—an elegant Belle Époque annex of the Grand Hôtel des Bains—celebrates the excellence of jewelry craftsmanship with immersive workshops: a gouache jewellery class led by Estelle Lagarde, the art of designing your own Swiza knife with Initium, and a fascinating demonstration by gem cutter Anke Gafner revealing the secrets of cabochon and gemstone cutting. A lively encounter with the passion and ingenuity of artisan creators.

An event where heritage comes to life

The **Festival Suisse de l'Horlogerie** is not just an event: it is a cross-generational experience, a bridge between tradition and creativity. Each exhibitor, each artisan, each demonstration tells a story, sometimes under threat, but always precious.



High Resolution Pics

<https://bit.ly/3HDKsB3>

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Festival Suisse de l'Horlogerie, the 7 key value

1. The **Grand Hôtel des Bains d'Yverdon** – A heritage institution and exceptional partner, whose team and architecture enhance the festival experience for attendees and showcase all the brands and works on display.
2. **Mathys Pro** – An expert in scenography and logistics, he uses all his know-how to transform each booth into a tailor-made showcase.
3. **Volunteers** – Passionate and discreet, they work to preserve and pass on one of the world's richest watchmaking heritages, promoting rare crafts such as the last chain maker in Switzerland, grand feu enameling, and hand engraving.
4. **Independent watch brands** – Bold designers and visionary watchmakers who defend their art and identity, sometimes alone. This festival is their unique showcase in the heart of French-speaking Switzerland.
5. **Les Amis du MIH** – Loyal partners of the International Watchmaking Museum, guardians of the memory and expertise that shape Swiss identity.
6. **The Cultural Department of the Canton of Vaud** – Institutional support committed to helping artisans who perpetuate ancestral skills, an essential link in the chain of transmission.
7. The **Métiers d'Art Villa** – Natural allies of watchmaking, they enhance the festival with the finesse of their crafts: gem setting, engraving, enameling... a perfect alchemy between art and precision with workshops and demonstrations.

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Zoom – Les Amis du MIH, gardien de la mémoire horlogère

The **International Watchmaking Museum (MIH)** in La Chaux-de-Fonds is much more than an exhibition space: it is the living memory of watchmaking science and art. Since its creation, it has preserved, studied, and passed on an exceptional heritage spanning several centuries of Swiss and international ingenuity and expertise.

Alongside it, the Association des **Amis MIH** (MIH Friends) plays an essential role. Bringing together enthusiasts, patrons, and all those who appreciate this remarkable heritage, the association has been committed since 1980 to supporting the museum's projects, contributing to the enrichment of its collections, and promoting the transmission of the culture of time to the general public.

Its presence at the Festival Suisse de l'Horlogerie is no coincidence: it symbolizes the continuity between history and current creation. Thanks to its efforts, watchmaking does not merely survive in display cases, but continues to inspire, educate, and pass on knowledge.

www.mih.ch

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Grand Hôtel des Bains d'Yverdon. Listed as a protected national monument, this architectural gem bears witness to the golden age of thermal waters. For over a century, it has embodied Swiss elegance, refinement, and art de vivre. Its international reputation and location in the heart of the French-speaking watchmaking region make it much more than just a backdrop: it is a living symbol, a link between the past and the future.

Le Grand Hôtel des Bains d'Yverdon, Av. des Bains 22, 1401 Yverdon-les-Bains t. +41 424 64 64

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Useful Festival details

Open to enthusiasts, amateurs, and the simply curious, the Festival Suisse de l'Horlogerie is an annual event that provides a space where tradition and excellence come together and engage in dialogue. Watchmaking, a quintessential Swiss heritage industry and an undeniable economic powerhouse, is a vast field of expression that combines family history and technical expertise, creativity, and culture.

Ticketing > <https://bit.ly/4p60d4A>

On-site payment options. Cash and Twint.

Dates: September 19, 20, and 21, 2025

Location: Grand Hôtel des Bains d'Yverdon

Hours: 9:00 a.m. to 7:30 p.m. (except Sunday, when it closes at 6:00 p.m.)

Friday, September 19: "After Work" starting at 7:00 p.m.

Sunday, September 21: Watch Exchange

Food and beverage outlets

From 9:00 a.m. to 9:30 p.m. Friday through Sunday

Bar open until 11:00 p.m.

- Grand Hôtel des Bains Restaurant "À la carte"
- Business Lunch menu for lunch and dinner CHF 35
- Grand Hôtel des Bains Park: Merguez and sausage barbecue – Risotto served in a cheese wheel
- Food Trucks in front of the Villa des Artisans Bijouterie et Joaillerie (hot dogs – Toasted sandwiches – Poke bowls – Caesar salad – French fries – Ice cream – Churros – Granitas)
- **Social events: after-work drinks on Friday, September 19**, starting at 7:00 p.m. for CHF 35
Aperitif buffet – Grilled meats & fish – Salad bar – Ice cream bar

People who register for "Workshop" courses do not pay admission fees.

- Estelle Lagarde and her gouache classes on the theme of Jewelry, Paid workshop
- Initium and Swiza "Make your own personalized knife." Paid workshop
- Enola Bijoux "Design your own personalized bracelet with the pattern of your choice." Paid workshop

Accommodation

Grand Hôtel des Bains d'Yverdon****: preferential rates for the Festival Suisse de l'Horlogerie. Visitors can take advantage of a special offer on the FSH website www.festival-suisse-horlogerie.ch (click on accommodation). Customers with tickets for the baths or the Festival enjoy preferential rates of CHF 40.

Routes

By train: 4 minutes from Yverdon-les-Bains station, 1 bus every 15 minutes (every 30 minutes on Sundays)

By bus No. 604: (every 15 minutes), direction "Les bains d'Yverdon," stop "Les Bains"

Please note: it is strongly recommended to park at the station (5 minutes by bus line 604), which drops visitors off in front of the Grand Hôtel des Bains d'Yverdon and vice versa (bus every 15 minutes)

Other parking: from the beach/riverbank and on Sundays, Lidl parking 5 minutes on foot.

Admission fee: Adults CHF 18 | Children aged 10 and over CHF 10 | Seniors CHF 15

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