

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1949)
Heft: 3

Artikel: The "montres et bijoux" exhibition in Geneva
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799300>

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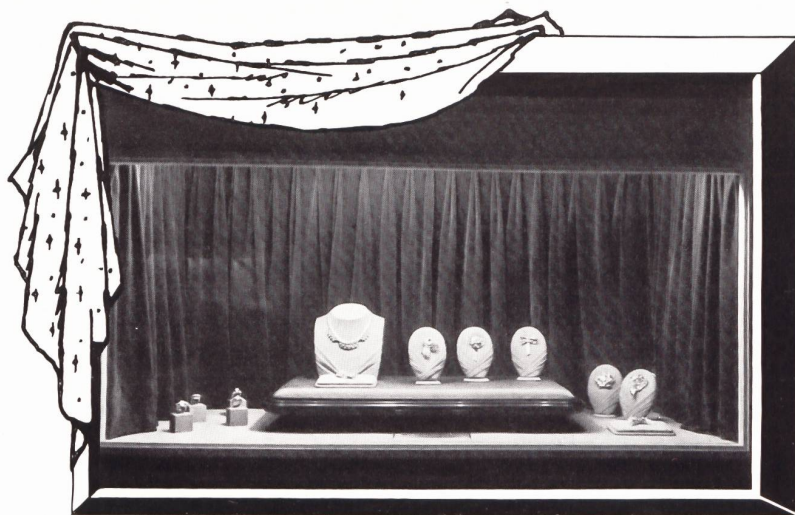
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The «Montres et Bijoux» Exhibition in Geneva



Like watchmaking, the jeweller's trade of Geneva enjoys a centuries-old and universal good name. But its origins date back further still. Already in the 14th and 15th centuries, the great ones of this world were showing a marked preference for the articles made by the goldsmiths of Geneva. At that time the goldsmith's craft was flourishing in this town. When watchmaking made its appearance in the middle of the 16th century, it found the ground already prepared for it, thanks to the talent of the goldsmiths. In those days watches were objects of art and of luxury. Their movements were housed in jewelled settings.

Owing to the similarity in the character of their trades, the jewellers and the watchmakers of Geneva joined hands from the beginning. They were never to grow apart. The watchmakers of Geneva owe much to the jewellers, who adorn their movements with rich cases and opulent bracelets. The jewellers of Geneva are no less indebted to the watchmakers, who have given them so many opportunities of delighting the customer.

This collaboration in the search for elegance, harmony and quality, benefits both industries. It has won for each an extremely flattering reputation throughout the whole world.

Once again the eloquent proof of this will be found in the «Montres et Bijoux» Exhibition which will be taking place in Geneva from 27th August to 19th September.

The «Montres et Bijoux» Exhibition, in Geneva is not a watchmaking and a jewellery fair. It owes its parti-

cular character to the circumstances in which it first saw the light of day in 1942. That year, Geneva commemorated the second millennium of her entry into history. On such an occasion it appeared desirable to display two of the leading activities of the town, watchmaking and jewellery.

The success obtained by this manifestation encouraged its organisers to repeat it every year. The 1949 exhibition will be the seventh therefore, and it shows every promise of being yet more brilliant than those of previous years. As a matter of fact, on the occasion of the International Chronometrical Congress which will be taking place in Geneva during the same period, the «Montres et Bijoux de Genève» Association, presided over by Mr. Raoul Perret, director of the firm Perret Berthoud Ltd. (Universal Watch), has decided to widen the scope of the manifestation by inviting Swiss firms from outside Geneva to participate. There is no doubt then that once again this brilliant display of watches and jewels will attract countless visitors both from Switzerland and abroad. In this way it will continue to prove to the whole world that Switzerland does not only cultivate precision and accuracy in manufacture but that it also knows how to join to them the qualities of inventiveness, taste and balance necessary to every creation worthy of the name. The «Montres et Bijoux» Exhibition completes the commercial type of fair with its note of elegance and distinction reflecting on the whole of Swiss production.

