



PRESS RELEASE

A New Award Celebrating Watchmaking Communication Talent An Evening to Share, Connect and be Together

Geneva, March 31, 2026 – Watchmaking has always been shaped by the expertise of its workshops and the creative vision of its Maisons. Today, as craftsmanship reaches new heights, another force is redefining the industry. Images. Narratives. Experiences. The forms through which a creation extends beyond itself: how it is revealed, how it resonates, how it is remembered. The Alexander Awards celebrate those who give watchmaking their voice, its emotion and its cultural presence, today and tomorrow.

The awards ceremony will take place on December 2 in Geneva, during a festive and inclusive evening.



It was only a matter of time

Over the years, watchmaking communication has become a central part of brand life. Precision can be measured, and technique can be mastered. But what makes an icon follows different rules. Campaigns, social media, collaborations, experiences, digital

formats: these are now the forces shaping how watches are perceived, understood, and desired. And yet, this essential field had, until now, lacked a true space of its own.

The Alexander Awards place it firmly in the spotlight.

Where watchmaking meets, differently

More than a competition, the Alexander Awards bring the industry together. An evening to reconnect, exchange, and share a common culture. One place. One community. One tribe. An open, vibrant format where conversations start naturally and ideas travel fast. Brands, agencies, and contributors will gather in a shared space, designed to encourage dialogue and spark encounters.

The makers of meaning

Behind every standout launch, every striking image, every meaningful voice, there are talents. Different profiles, often behind the scenes, yet essential. Those who give brands their identity and their ability to stand out. Creatives, communicators, content producers, influencers, media; all contribute to anchoring watchmaking in the collective imagination.

The Alexander Awards bring them to the forefront.

A Prize in Tune with Its Time

The Alexander Awards are rooted in openness. By building bridges with design schools, communication programs, and content creators, they aim to foster dialogue and encourage new perspectives.

The awards will recognize the most compelling initiatives across eight categories, reflecting the ways watchmaking is expressed today: campaigns; digital and social content; photography; video; experiences; collaborations and influence; responsible initiatives; and technological innovation.

THE GREAT.

At the very top, one distinction stands apart: **THE GREAT**.

A name inspired by William the Conqueror, a figure of vision and lasting legacy. It will honour the most outstanding project of the year, across all categories. The one that asserts itself through its strength, its singularity, and its ability to create a lasting impact.

A Public Choice Award will give a voice to collectors and enthusiasts, while a Young Talent Award will shine a light on the next generation.

Take Part

The Alexander Awards are open to all those shaping contemporary watchmaking communication. Those who give watches a voice, an image, and a broader reach. The entire community is invited to submit projects and concepts, and to take part in this celebration, conceived as a moment of recognition, as well as interaction and dialogue.

Submissions will open soon.

These first entries will write the story of the Alexander Awards.

More information at www.alexander-awards.com

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Watchmaking continues to evolve, driven both by its savoir-faire and by new ways of expressing and elevating it. The Alexander Awards were born from this momentum, with the ambition to bring the community together, foster exchange, and spark new ideas. They are at once a competition, a moment of connection, and a celebration of those who give watchmaking its voice and its resonance today.



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– Christian Wipfli, founder of the Alexander Awards

**Download press release
(English / French) and visuals**

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About the Alexander Awards

The Alexander Awards are dedicated to the talents of watchmaking communication.

They recognise initiatives that enhance the visibility, reach, and impact of watches today, across campaigns, content, collaborations, and brand experiences.

At the crossroads of brands, creators, and emerging voices, the Alexander Awards bring together a broad community—agencies, communication teams, content producers, influencers, and rising talent.

Conceived as both a demanding competition and a moment of connection and celebration, they shine a light on those who contribute to watchmaking as it lives and evolves today.

The first edition will take place in Geneva on December 2, 2026.