



ALEXANDER AWARDS

TEN PERSPECTIVES. ONE VERDICT.

The Alexander Awards unveil the jury for their inaugural edition and extend the entry deadline to September 30, 2026.

Geneva, September 15, 2026 – Ten personalities, ten backgrounds, ten distinct voices. For its inaugural edition, the Alexander Awards (www.alexander-awards.com) have brought together an international jury with complementary expertise spanning watchmaking, media, luxury, communications, entrepreneurship and the world of collectors. Together, they reflect the many different ways in which watch communication continues to evolve and expand.

ASSESS

They come from different worlds but share the same exacting standard: the ability to recognise a strong idea. Journalists, advertising professionals, entrepreneurs, brand executives, influencers and collectors each approach watch communication through their own experience, sensibility and frame of reference, under the chairmanship of one of the watch industry's most respected figures, Serge Maillard. This diversity was a deliberate choice by the Alexander Awards, bringing different viewpoints together to challenge established codes and assess every project in all its dimensions: creativity, of course, but also relevance, impact and the ability to create emotion.

Serge Maillard, Chairman of the Jury

Publisher and CEO of Europa Star, Serge Maillard represents the fourth generation at the helm of the watch publication founded by his family in 1927. A journalist and industry observer, he combines a deep knowledge of watchmaking with media expertise and an international outlook. He is also behind The Watch Library, providing online access to watchmaking archives, as well as Reloved, a publication dedicated to circular design.

Andrea Machalova

Deputy Editor-in-Chief and Head of Bilan Luxe, Andrea Machalova has been covering watchmaking and luxury from a journalistic perspective for many years. Her expertise is rooted in an in-depth knowledge of the brands, their leaders and the communication challenges they face.

Eléonor Picciotto

Watch and jewellery journalist, influencer and founder of The Eye of Jewelry, Eléonor Picciotto has been exploring the worlds of watches and jewellery for over a decade. Through her media platform and social channels, she highlights new creations, meets the people behind them and brings both expertise and a personal point of view to brands and the way they communicate.

Jean Valentin

At the helm of Extreme Group, Jean Valentin has worked in advertising and the creative industry for over 30 years. An entrepreneur and investor, he helps brands build their image and shape the way they communicate.

Lara Poppy

CEO of LiveTeams, Lara Poppy leads a communications agency specialising in public relations, events and brand activations. She turns strategies into experiences and creates opportunities for brands to engage with their audiences.

Marc-André Deschoux

Founder of Watches TV and Horopedia, Marc-André Deschoux has been telling the story of watchmaking through images for over twenty years. A journalist and entrepreneur, he knows its people, its crafts and its stories inside out.

Omar Traboulsi

Independent collector, brand consultant and creator of The Wrong Wrist, Omar Traboulsi has over 25 years of experience in watch collecting and close ties with collectors and watchmakers worldwide. Looking beyond hype, status and market trends, he values emotion, craftsmanship, authenticity and the stories watches create.

Stéphane Waser

International watch and luxury executive, Stéphane Waser brings over 25 years of experience in brand strategy, marketing, commercial development and international management. During 18 years with Maurice Lacroix, including 12 years at its helm, he led the brand's repositioning and international development, combining strategic vision, creative sensitivity and commercial experience.

Timothée Bonnin

President of the Watch Club Business School, Timothée Bonnin operates at the intersection of watchmaking, education and a new generation of enthusiasts. Through his network, he helps connect students and young professionals with the industry and build bridges with its key players.

Vasu Kulkarni

A passionate collector, Vasu Kulkarni represents the voice of the customers brands ultimately speak to: those who love watches without counting the cost. His perspective is shaped by curiosity, a deep knowledge of timepieces and an instinct for what creates emotion, desire and lasting impact, across both the primary and secondary markets.

DEBATE

Before being considered, each project must first meet the eligibility criteria for its category. It will then be assessed individually by each member of the jury (<https://www.alexander-awards.com/jury/>) via a digital platform, using a specific set of criteria including creativity, strategic coherence, quality of execution and impact.

At the end of October, the nominees in each category will be announced and submitted to a public vote for the Public Choice Award. Then comes the time to debate. Meeting in Geneva, the jury will compare their choices, discuss the strongest projects and select the nine category winners, as well as THE GREAT!, awarded to the most remarkable project across all categories.

ENTER

The jury is ready. Now it's your turn. Because a great idea deserves its chance, the Alexander Awards are extending the entry deadline. Brands, agencies, media, content creators, retailers, influencers and emerging talents now have until September 30, 2026 to submit their work in one of the nine categories. The entry fee? CHF 350. Two extra weeks to finalise an entry, champion a project and perhaps become one of the first Alexander Awards winners.

"I certainly didn't want a jury where everyone thinks alike. A great idea should provoke, convince and sometimes divide opinion. We have brought together personalities with different sensibilities. Now it is up to them to debate, choose and ultimately decide who will become the first Alexander Awards winners," concluded Christian Wipfli, Organiser.

For any further information:

Françoise Bezzola

francoise@ideateams.ch

+41 79 520 82 90

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**

Join the online community!



Copyright © 2026 Alexander Awards