

**Franck Muller hosts the next
World Presentation of Haute Horlogerie
20th to 25th of January 2013**

[Franck Muller](#) is proud to announce that the 21st edition of the World Presentation of Haute Horlogerie (WPHH) will take place this January 20th to the 25th at the Watchland headquarters in Genthod, Geneva (Switzerland).

Geneva, January 16th 2013 - Since 1998, the [Franck Muller](#) brand has been organizing the [World Presentation of Haute Horlogerie](#), an independent exhibition that gives journalists and trade professionals a sneak preview of the group's newest creations. After the brilliant success of the last edition, held at the [Forum Grimaldi in Monaco](#), Franck Muller is bringing the show back home, to Watchland in Geneva. Amidst the awe-inspiring views of Lake Geneva and Mont-Blanc, the 2013 edition of this exhibit promises to reach the peak of creativity while featuring nine of the group's brands: Franck Muller Jewellery – Pierre Kunz – ECW – Rodolphe – Barthelay – Backes & Strauss – Martin Braun – Pierre Michel Golay – Smalto Timepieces.

An exclusive display of the remarkable Franck Muller *savoir-faire*

For six straight days, the WPHH will showcase the group's latest innovations to thousands of international visitors who, as experts in the art of watchmaking, will genuinely appreciate this premier presentation of exceptional timepieces. The Roberto Cavalli collection, which debuted in Monaco and has already developed a cult following, will also be featured at this event. The Cvstos brand will be there as well to unveil its new collections. A beautiful reflection of the Franck Muller brand's independent spirit and continuous success, the WPHH has, within just a few years, become an absolute must-see event for all members of the luxury watch community. This is a very special opportunity for connoisseurs to get together and share their inspiration. The 2013 edition will therefore be held amidst a prestigious décor specifically designed for this event.

FRANCK MULLER

Founded in 1991 by the talented young watchmaker Franck Muller, in partnership with the Haute Horlogerie specialist Vartan Sirmakes, the Franck Muller brand has become, in just over twenty years, a true reference in the luxury timepiece industry thanks to its outstanding technical know-how and innovative designs. Today, the company has more than 50 patents, 40 exclusive shops around the world and 7 production sites in Switzerland.

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