PRESS RELEASE
For immediate release

Entries now open for the 26th edition of the GPHG



Geneva, 11 May 2026 – **The Grand Prix d'Horlogerie de Genève (GPHG) is delighted to announce that entries are now officially open for its 26th edition. As of today, watch brands from around the world are invited to submit their creations via the dedicated digital platform until 19 June 2026.**

The thousand members of the GPHG Academy have kicked off this 26th edition by proposing several hundred models. Brands are free to enter the timepieces proposed by the Academy into the competition or to submit other models of their choice.
All **information regarding the terms and conditions of entry** is available at www.gphg.org under **2026 Entries**.

Reminder of the new features in the 2026 Rules
The 2026 edition features significant structural changes stipulated in the official Rules:

- **Creation of three new categories:** Essential Watch, Complication Watch and Gemset Watch, to replace the gender-based categories.
- The **Iconic Watch Prize** is open to all eligible timepieces, including those not entered in the competition.
- The **Special Jury Prize** may now also be awarded to a brand, whether entered or not, for a significant contribution to watchmaking – in addition to individuals and institutions.
- **One-of-a-kind creations** are accepted exclusively in the Jewellery and Mechanical Clock categories.

The selection process and the Jury
Over the summer, **the Academy** will hold an initial vote to select the **84 nominated timepieces**, of which the shortlist will be officially unveiled on **1 September**.

The Jury chaired by **Wei Koh** will meet behind closed doors and under notarial supervision a few days before the awards ceremony to physically evaluate the 84 models in the running. The final winners will be determined by a combination of the Jury's votes and the Academy's second electronic ballot.

The 26th awards ceremony will take place **on Saturday 7 November 2026** at the Bâtiment des Forces Motrices **in Geneva,** celebrating excellence and creativity in the global watchmaking sector.

In the meantime, follow all the latest GPHG news on our social media channels: Instagram, Facebook and LinkedIn.

Entries: *https://www.gphg.org/en/gphg-2026/entries*
2026 Rules: *https://www.gphg.org/en/gphg-2026/rules*

About the GPHG: Created in 2001 and overseen since 2011 by a foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for over 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.

#GPHG26 #GPHG #horlogerie #watchmaking #awards #academy #gphgacademy #fgpsa #fgpswissandalps #forbesglobalproperties

PRESS CONTACT:
Aude Campanelli : aude.campanelli@gphg.org