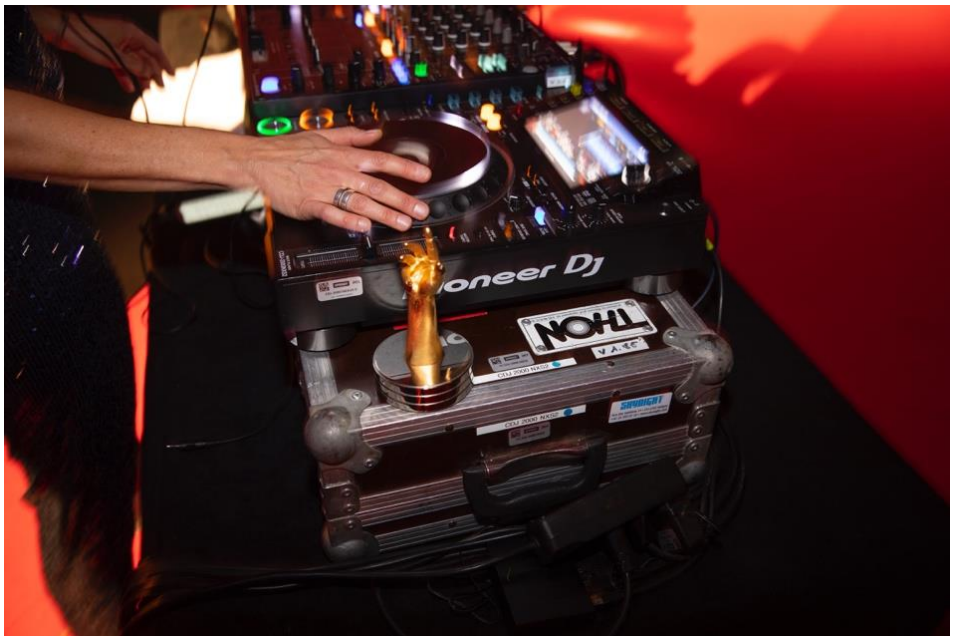
PRESS RELEASE

A breath of fresh air for the 2026 edition of the GPHG



Geneva, 8 April 2026 – **For its 26th edition, the Grand Prix d'Horlogerie de Genève (GPHG) is adapting its categories and revamping the Special Jury Prize and the Iconic Watch Prize, in order to enhance its representativeness and align with new market dynamics.**

Segmentation focused on products and usage:
To reflect changing purchasing behaviours and meet industry expectations, the gender-based (Men's and Ladies') categories are being replaced by new technical categories: **Essential Watch** and **Complication Watch**. This provides a competition platform more representative of a market featuring increasingly blurred traditional boundaries giving way to a more universal approach.

A **new category dedicated to gemset watches** (up to 6 carats) is also being introduced, leaving the Jewellery category for the most impressive exceptional pieces.

An exclusive feature of the Jewellery Watch and Mechanical Clock Prizes: from this year onwards and to ensure consistency within the competition, **one-of-a-kind models will be accepted solely in these two categories**.

The Iconic Watch Prize is open to the entire watch market: all watches released during the year offering a contemporary reinterpretation of an iconic model that has been exercising a lasting influence on industry for more than 20 years are eligible – whether or not they are officially entered in the competition.

A stronger Special Jury Prize: the scope of this prestigious award has been expanded and may now also recognise – alongside individuals and institutions – a brand (whether or not it is entered in the competition) for a significant watchmaking development or an exemplary approach to ethics and sustainability.

"*The GPHG remains true to its mission: to showcase watchmaking as currently experienced and as projected to unfold in the future. The adjustment of our categories and prizes is part of a commitment to representativeness and clarity, in step with the new practices and needs of a changing market*."
Raymond Loretan and Carine Maillard, President and Director of the GPHG Foundation

Selection process:
A few days before the awards ceremony, the 2026 Jury chaired by Wei Koh will devote a blend of rigorous discipline and expertise to evaluating the timepieces in the running, nominated by the Academy's thousand members during an initial round of voting held in the summer. The result of the Jury's vote, conducted in private and under notarial supervision, will be supplemented by a second digital vote by the Academy accounting for one-third of the final result, thus ensuring unique representativeness.

Composition of the 2026 Jury:
To facilitate more in-depth deliberations, the 2026 Jury will consist of 24 members rather than the previous 30.

- Wei Koh, President
- 11 members chosen by the Jury President in consultation with the GPHG Foundation
- 11 members of the Academy selected by drawing lots under notarial supervision
- Gregory Kissling representing the Breguet brand that won the 2025 "Aiguille d'Or" Grand Prix, in accordance with the rules that exclude the winning brand from the competition the following year.

The prize-winners will be announced at the awards ceremony held on **Saturday 7 November 2026** at the Bâtiment des Forces Motrices (BFM) in Geneva.

2026 Rules: *https://www.gphg.org/en/gphg-2026/rules*
Presentation of the Academy: *https://www.gphg.org/en/academy/presentation*

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.

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