



Molequin

Belgian straps and accessories will also feature at Salon courtesy of category specialist Molequin. The brand's watch straps and accessories are made in a French atelier from fine French and Italian leather such as Saffiano and Suede. The richness of the materials is matched by the brand's often rich colour palettes. Molequin produces both direct-to-consumer and white-label strap work for microbrands, and also premium watch cases, including ultra-slim designs ideal for travel.



The In House Movement

Representing retailers with horological passion, The In-House Movement will be elevating the works of manufacturers focused on in-house artistry at this year's Salon. What began as a Welsh farmer taking an interest in the watches of Austrian makers Habring² is now a platform for finding the best of boutique and maker-led mechanical watches. The In-House Movement prioritises watches that highlight movement decoration, artisanal detail, and mechanical expression, mostly representing Habring², Benzinger, and Kudoke.



Mondaine

Mondaine's new Essence watches will prove to Salon visitors that classic design and eco-innovation can tick together in perfect harmony. Like the rest of the Essence line, these watches highlight Mondaine's commitment to eco-conscious production. The brand's use of renewable and recycled materials – from cork linings to recycled PET textiles – alongside its CO₂-neutral manufacturing, reflects its ethos that environmental responsibility needn't cost design prowess.



The Jeweller's Box Company

Another one for this year's special Professional Jeweller Quarter, The Jeweller's Box Company will be bringing bespoke handmade leather packaging and readymade jewellery boxes to Salon. All of the company's pieces are made by artisans in Bangladesh using traditional methods. The brand prides itself on creating boxes that are as reusable and long-lasting as they are luxurious and versatile. JBC particularly specialises in bespoke packaging options, accessories, and small storage boxes for retail operations.



U-BOAT

Back in 1942, the Italian Navy commissioned wristwatches for its pilots made by Ilvo Fontana. Decades later, his grandson, Italo Fontana, found the designs and was inspired to launch U-BOAT. Now, U-BOAT pieces are defined by oversized dimensions, mechanical precision, and a rugged yet refined design philosophy. Its latest notable release is the Chimera 25° which celebrates the brand's 25th anniversary.



Victorinox

Best known for its Swiss Army Knife, Victorinox entered the watch world in 1989 and has continued to make a splash with its clean designs. Operating out of Delémont, Switzerland, the brand balances rugged utility with refined Swiss precision, with flagship lines like I.N.O.X. engineered for durability. The brand recently launched its Air Pro collection, a flight-ready GMT Automatic built for travel and holidays in the sea, which will be on display at Salon.



VIEREN

Vieren is a Canadian-Swiss microbrand founded in 2020 by Jess Chow and fashion designer Sunny Fong. Rooted in modernist architecture and sophisticated minimalism, the brand has gained recognition for its distinctive rectangular automatic watches, crafted in La Chaux-de-Fonds and powered by Swiss ETA movements. To celebrate its five-year anniversary, it launched the ultra-limited V-Collection, featuring five one-of-a-kind pieces, each reimaged by a different international artist.