



PATEK PHILIPPE
GENEVE

Press Release

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The new Twenty~4 Automatic

A grand event in Milan to celebrate the international launch

For the unveiling of the new ladies' Twenty~4 Automatic, a watch dedicated entirely to active, modern women, Patek Philippe invited the international press and a number of esteemed customers to Milan, the Italian metropolis of culture, fashion, and design. It marks a successful milestone in elegance and feminine finesse.

The international debut, composed of two separate events on October 10 and 11, 2018, took place in a glass pavilion spanning 500 m² built for the occasion in the courtyard of the Palazzo Sebelloni, which is also where Patek Philippe Italia has its offices. The first event on October 10 was attended by representatives of important women's publications and major media from all over the world. The second event on October 11 hosted an all-female audience of customers and watch enthusiasts who had been invited by the Patek Philippe Salons in Geneva, Paris, and London, as well as by authorized retailers in Milan.

The very latest Patek Philippe creation – the timelessly elegant Twenty~4 Automatic as presented in an international campaign developed explicitly for this new ladies' watch – was unveiled in luxurious, very floral, and decidedly modern surroundings reminiscent of the famous Milan fashion shows. And of course, the invited guests were able to try on the five first models of the Twenty~4 Automatic, watches with round cases in stainless steel or rose gold, adorned with diamonds, and with dials of various colors.

The guests also had the opportunity to acquaint themselves with the rich tradition of Patek Philippe ladies' timepieces exemplified by a fascinating selection of exhibits that are normally on display at the Patek Philippe Museum in Geneva. The exhibits also included the very first Swiss-made ladies' wristwatch crafted in 1868 for a Hungarian countess as well as the first Patek Philippe strikework wristwatch for ladies, a five-minute repeater in platinum (1916). This overview was rounded out with a retrospective of Patek Philippe advertisements for ladies' watches from the 1930s until today.

During the two evening events, the guests were entertained with special animations related to haute couture, music, art, and culture. Fashion designers penciled quick sketches of the guests and a photo studio offered glamour shoots with framed pictures as take-home souvenirs from Milan.

Ordinarily, Patek Philippe presents its timepiece debuts each spring at the Baselworld show. The fact that the new Twenty~4 Automatic was launched at a different time and place within the scope of an international event organized especially for this purpose, emphasizes the significance of the ladies' watch segment and of women as customers at Patek Philippe – as well as of the new self-winding ladies' watch that responds to all expectations of modern women.

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