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SUMMER 2026

HENRY CAVILL



HYDROCONQUEST

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Geneva



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*IN SUMMER,
SWITZERLAND
SLOWS BENEATH
SOFTER LIGHT*

Between Geneva and Crans-Montana,
the season moves between the city
and the mountains with quiet elegance.
Explore our new summer editions and
rediscover the Swiss art of living.

Living the high life

helvet.swiss



CHOPARD BOUTIQUE GENÈVE
Rue du Rhône 27, 022 310 70 50

Editorial

Summer is here, practically within touching distance. Farewell misty mornings, hello swimming costumes. As true Genevans, we hardly notice it anymore: an afternoon at the beach, a swim in the lake just at the foot of the building – what could be more natural? For non-residents, though, it's almost magical. Swimming in Geneva? Few imagine it before setting foot here and instead discover a lively city, generously soaking up the sunshine from the welcoming terraces of lakeside cafés and impeccably green park lawns.

96.8 out of 100: such is Geneva's score, racing into the world's Top 10 Most Liveable Cities. Geneva can be a pool-side interlude among five-star insiders, a drift along the Rhône or a gelato moment in Carouge's Place du Marché, surrounded by 18th-century buildings with a touch of Sardinian elegance... And along the lake's shores, festivals unfurl in quick succession. Cinema takes place on the grass while the Orchestre de la Suisse Romande plays a series of open-air concerts at Genève-Plage, which combine the orchestra's customary mastery with nature's freedom. It's Alpine yet also almost Mediterranean: this is Geneva in summer, the bright side of life, moving from one breath of fresh air to the next.

A global city and a refuge city, a bastion of international relations yet also an oasis, Geneva becomes surprisingly epicurean in the warmer months. And while the tick of a fine timepiece continues to quicken enthusiasts' heartbeats in the wake of Watches and Wonders, it's time to forget the second hand. Instead, we revisit the great classics of watch-making, as we settle into a deckchair, helvet in hand: the perfect opportunity to rediscover the extraordinary journey of Rolex and Tudor, in partnership with Europa Star.

Some may prefer sports clubs reinvented as living spaces, *à la* David Lloyd Leisure. Others simply lower the top of their beautiful cars to breathe in their surroundings before leaving the shores of Lake Geneva for the mountain lakes, winding between the Vaud peaks and, soon after, the summits of Valais. So many breaths of fresh air, beautiful escapes and sparkling vehicles await... Or, more simply, a moment in life from the brighter side – the Geneva side.

Christian Bugnon
Publisher & Editor-in-chef

A legacy, a passion, and a future.

The opportunity to join a group of enthusiasts to share stories,
adventures, projects around a passion that has no age and that
binds us through time:

That's the Automobile Club Crans-Montana.



Contents

12

News

Summer 2026

18

Beach life in Geneva

Summer swimming in the city

24

Carouge's Dolce Vita

A pastoral summer between
glaciers and lively terraces

28

A day by the pool

Luxury, calm and delight
in complete exclusivity

34

Geneva's Jet d'Eau

The city's signature

38

Danny Khezzar

Emotion in the kitchen

44

Chevalley Exclusive

The art of exceptional motoring

48

Eclectica

Picnics and fine bodywork

54

Dive into music at Genève-Plage

The Orchestre de la Suisse Romande (OSR)
brings summer to life

60

Tudor

The first century

66

Sweat, chill, repeat

Sport as a way of life

72

Trends

Watches selection

78

Trends

Shopping selection

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FESTIVAL
**FLOATING ELECTRONIC
DANCE MUSIC**

On the afternoon of 8 August, Lake Geneva will host the most original electronic dance music stage in the country. Where exactly? Some 700 metres offshore, somewhere between La Perle du Lac and the Société Nautique de Genève! As the name suggests, the On-the-Water festival takes place on the water. Sailboats, motorboats, row boats, paddleboards, inflatables – anything and anyone that floats is invited to join, in between swims, of course! In case of inclement weather, the event will be postponed by one week.

on-the-water.ch

TECHNOLOGY
A DIGITAL HIVE

At the start of 2026, the Dutch group NorthC (one of Europe’s leading data centre service providers) moved in at The Hive campus on the outskirts of Geneva, not far from CERN. As the company’s (soon to be) sixth Swiss site, the data centre will span 5,400 m² and offer 4.5 MW of installed electrical capacity, delivered in phases through mid-2028. Designed to power AI and high-performance computing, it will run on 100% green electricity, without water cooling, and will help heat nearby buildings by redistributing its residual heat. Here’s to Geneva as the digital capital of French-speaking Switzerland!

northdatacenters.com

WATCHMAKING
**RAYMOND WEIL
CELEBRATES 50 YEARS**

It all began in Geneva in 1976... at No. 11 Rue de l’Hôtel-de-Ville, to be precise, the very place where the founder’s grandson, Élie Bernheim, chose to open the brand’s first boutique. A rare Maison to have remained independent over time, while becoming globally renowned for its accessible-luxury timepieces that are often connected to music, Raymond Weil is celebrating its jubilee with a 37-mm, vintage-inspired chronograph called The Fifty, duly limited to 50 pieces. It’s the embodiment of a carefully curated style, built around a period Valjoux 23-6 calibre that’s been meticulously restored.

raymond-weil.com

SPORT
**THE LAKE AS A
PLAYGROUND**

On 4 and 5 July, Geneva once again hosts one of the region’s most demanding and spectacular sporting events: the Geneva Triathlon. With the lake, harbour, quays, vineyards, ridgelines and mountains, it’s hard to imagine a better backdrop. There are seven race formats, ranging from the very short Kidsathlon (ages 6-10) to the flagship Half event for the most experienced, which combines 1.9 km of swimming, 90 km of biking and a final half marathon along the lakeshore. The Discovery format is a happy medium, with 250 m of swimming, 10 km of cycling and 2.5 km of running. All adult race formats also offer a relay option.

genevatriathlon.ch



GASTRONOMY
CHRONIC OPENS SHOP

Founded in Geneva in 2017 in the wake of the company Bean2me, roaster Chronic has just opened its first physical shop at 2 Rue Argand – a beautiful, 65 m² custom-designed walnut space – just steps from the Cornavin train station. Not an average coffee shop or capsule boutique, it’s an “experience space dedicated to specialty coffee”, which also features a selection of Jura coffee machines. Here one smells, compares and tastes, guided by an expert through some twenty organic and ethically sourced coffees. The relocation of roasting to Meyrin at the start of summer will complete the brand’s new chapter.

chronic.ch

CULTURE
GRAND JUILLET

Following the 40th anniversary of the Book Fair, a new literary festival supported by the Canton and the City of Geneva is set for summer 2026: Grand Juillet. Intended to succeed La Fureur de Lire and Poésie en Ville, the event will take place from 5 to 12 July across numerous venues – including outdoors “by the water or under the trees” in good weather – and is completely free of charge. The event is organized by Author and Exhibition Curator Karelle Ménine, who is also the head of the Fatrasproduction association. Expect activities, meetings, readings and exchanges in combination with other art disciplines.

grand-geneve.org

SPORT
**THE TOUR DE FRANCE
IN GENEVA**

What if the Tour de France started in Switzerland, for a change? Well, in 2026 it will! From 1-3 August, for the women’s race, to be exact. After a Lausanne-Lausanne loop on Swiss National Day for Stage 1, the second stage will run from Aigle to Geneva over 149 km, alternating between fast valley sections and tough climbs (10.4% at Bougy-Villars), and a final sprint along Quai du Mont-Blanc in the shadow of the Jet d’Eau. For the third stage, the riders head towards the French Jura (Poligny) for a 157-km sprint that spotlights mountainous terrain, starting off with the Col de la Faucille mountain pass!

letourfemmes.fr

GASTRONOMY
ARAKEL, A NEW CHAPTER

Chef Paul Cabayé has come on Geneva’s culinary scene like a bombshell! Beginning in mid-April, he took over at Arakel from Quentin Philippe, who had scored the restaurant 15 points and one Michelin star. Cabayé is also from France and trained with Alexandre Couillon in Vendée, in addition to securing fourth place in the Bocuse d’Or and having been named Cuisinier d’OR 2021. His specialty? Fish, which he elevates with Alpine herbs and citrus from La Ferme aux Agrumes in Borex... like his wild line-caught turbot, smoked with fir, morels and nasturtiums. His mantra? “Go above and beyond, gently.”

arakel.ch





WELLNESS
**GENEVA'S NEW
BEAUTY-TECH TEMPLE**

Launched in March 2026 by Sabrina Hattab, Cura Tech Studio immediately stands out as an exciting outlier in Geneva's wellness scene. The concept is resolutely hybrid: cutting-edge aesthetic treatments, AI-enhanced sport and a Cura Collagen Bar, which offers ten drinks enriched with collagen, peptides and micronutrients that work from the inside out to improve skin, hair, nails and cellular vitality. There's also a smart pilates mirror that analyses posture in real time and enhanced yoga or boxing sessions. Conceived as a futuristic aesthetic laboratory with minimalist design, the studio is already setting its sights on international expansion.

curatechstudio.com

SHOPPING
A CUISINE THAT CUTS DEEP
One Michelin star and 18 points from Gault&Millau for his Bayview restaurant at Hotel President: clearly, for Danny Khezzar, talent does not depend on age. Along the way, the young chef also designed a knife collection in partnership with Japanese knife manufacturer Kai. At the heart of the range: a three-layer steel Kiritsuke, available in three sizes, with an octagonal handle and satin-finished blade. It's a piece conceived by and for demanding cooks. The collection will expand with four other blade shapes in autumn. For Khezzar, it's "an achievement that's both personal and professional" – and also natural, considering how deeply Japanese precision influences his cuisine.

world-of-knives.com

VISIT
BONE-CHILLING JOY
"Voo" as in voodoo, "land" as in island. Set in an isolated corner of the Geneva countryside in Lanconnex, Vooland Island cultivates a carefully crafted strangeness. Created in 2025 by artist and tattooist Dominique Thévenoz, this open-air "cabinet of occult curiosities" brings together hundreds of objects and unusual immersive attractions. Designed to trigger chills and fear, the atmosphere blends the spookiness of a haunted house with witchcraft, pirates, taxidermy and short films that recount eerie local tales. Mysteries and thrills abound, regardless of whether Halloween is around the corner (or not)!

voolandisland.com

FESTIVAL
**PLEIN-LES-WATTS, A
BUENA ONDA FESTIVAL**
Save the dates – 9, 10 and 11 July, because that's when Switzerland's largest open-air festival dedicated to reggae will be taking place! For its 18th edition, Plein-les-Watts will set up at Parc Navazza-Oltramare in Lancy. The programme is packed with concerts, a DJ stage, ephemeral street art over more than 200 m², street performances and more. Headliners already announced include Jamaican artists Barrington Levy, Richie Spice and Israel Vibrations, as well as Australian artist Nattali Rize and French group Danakil. In total, some 320 musicians and artists and a crowd of around 13,000 festivalgoers are expected. Day passes cost 27 CHF and 3-day passes are 75 CHF (until 30 June), with free entry for those under 16.

pleinleswatts.ch



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kanoaitalia.com

#news

HOSPITALITY
**A NEXT-GEN
YOUTH HOSTEL**

This year on 16 July, Swiss Youth Hostels will open a brand-new Geneva location in Vernier's Châtelaine district. The seven-story construction is ultra-modern and was built according to the most demanding environmental standards, as part of a broader project that includes social housing and sports facilities. Featuring sustainable materials, bright communal spaces and a restaurant-bar-lounge (Yoummi) on the ground floor, the locale is set to become a "must do" for budget travellers. Visitors can choose from 176 beds, in either double or family rooms with private bathrooms or dormitories that can accommodate up to six people. Bonus: there's even billiards and an electric bike charging station.

youthhostel.ch



WATER SPORTS
PURE ELEGANCE

From 13 to 24 July, the Société Nautique de Genève will host the Swiss and European Championships of the International Six Metre Class. The event features these highly aristocratic and traditionally varnished wooden boats, which have elegantly taken part in the Olympic Games for over a century. In a subtle regulatory twist, the boats are actually not 6 metres long, but closer to 11 m overall. There are two divisions: the Classic, which is for genuine museum pieces, and the Open, for more recently constructed boats. More than 50 participants are expected on the starting line, representing around ten nations.

nautique.ch

CULTURE
**BORGES, A GENEVAN
CITIZEN**

On 14 June, 1986, Jorge Luis Borges passed away on Grand-Rue, in Geneva's Old Town, at the age of 86. The Argentine writer had spent his youth in Switzerland during WWI, discovering "French, German, Schopenhauer and love", and chose to return to Geneva, a city he considered one of his "intimate homelands", for his final days. His ashes rest in the Cimetière des Rois in grave no. 735, beneath a yew tree, just steps from Calvin's final resting place. The 40th anniversary of Borges' death will be marked by a full programme of conferences, readings and gatherings on both sides of the Atlantic, notably in Geneva, at the initiative of the Los Conjurados association.

losconjurados.ch



SHOPPING
KA/NOA, HOLE IN STYLE!

Swiss label KA/NOA, which embodies timeless Swiss elegance, has unveiled its new golf collection: vests, jackets, bi-stretch trousers and reinvented polos, designed to remain impeccable from the first drive to the prize-giving without an outfit change. A rarity on the technical clothing market, everything is 100% made in Italy, from thread to label. For more than six years, KA/NOA has celebrated its unique way of life on the fairways of Crans-Montana, with the invitation-only *Hole in Style* tournament that's held each August. On the programme: wine tasting, Parma ham and focaccia at the turn, followed by raclette at the trophy ceremony. The brand now counts six boutiques across Switzerland, including one in Geneva at 13 rue Verdaine.

kanoaitalia.com

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ty



**RIVE
DROITE**
summer house

The
President
Hotel
Geneva

Beach life in Geneva

Summer swimming in the city

Text Claude Hervé-Bazin

Photos Gauvin Lapetoule | Geneva Tourism

Whether you choose the pristine lake, a drift down the Rhône, the grass or the sun-warmed pebbles by the water's edge, summer in Geneva means switching from a work suit to a swimsuit. Harbour beaches, spas and seasonal bars (some floating!) embody the dolce vita.





The harbour, the Jet d'Eau, the beach: the trilogy of Genevan summers in bathing mode – a rare trifecta for most major European cities.

When packing your suitcase, make sure you don't forget your swimsuit. Why? For a dip at the *Pâquis*, of course! It's a perfect introduction to the city – and a fantastic way to meet locals of all ages – while you bask in the outdoor bath's charmingly retro bay setting, not far from the Jet d'Eau. A few brave souls even swim here in the winter months!

RIVE GAUCHE (THE LEFT BANK)

Take a quick ride on a *mouette* (water taxi) to the other bank, where *Genève-Plage* proposes an Olympic-sized pool, a kiddie pool and four hectares of grass for picnics and sun-bathing. Bask in the easy-going atmosphere amongst the blue and white changing cabins, a water slide, diving board, beach huts (*paillottes*) and beach volleyball. Add in the wind-surfers and paddleboarders and you could think you were at the seaside! It's also here that swimmers in *La Traversée de la rade* begin their 1.8-km (untimed) swim on 23 August.

Too crowded? Check out *Le Bain Bleu*, which boasts a concrete, cubist pool downstairs with waterfalls, and a wide panoramic pool upstairs with small alcoves, massage jets and lounge chairs that face the lake and the Jura region. Perfect for pool parties! Le Bain Bleu also features a lovely, pan-Asian-inspired spa and hammam.



Je 13.08.2026 21h15

Ve 14.08.2026 21h15

Sa 15.08.2026 21h15

I Classique
Margaryta Grynyvetska
direction
Valentine Michaud
saxophone

II Ciné-Concert
The Lodger
d'Alfred Hitchcock
Philippe Béran
direction

III Jazz
Années folles :
Hommage à
Joséphine Baker

Festival Jazz Genève Plage



3 soirs
3 concerts

O Orchestre de la Suisse Romande
S Genève
R.ch

Partenaire de concert
Je 13.08 et Ve 14.08

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de diffusion

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Autorités
subventionnantes



On the other side of the Port-Noire marina lies the *Plage des Eaux-Vives*, with over 1.5 hectares of soft grass and four pebble-covered beach coves. Children are right at home here, easily finding their footing on the gentle slope of the extra-small, sand-covered “Baby Beach.” In the summer, bikes, flip-flops, strollers and scooters abound along the area’s 400 metres of lakeside terrain. A long dock, offering food and drinks to-go, encourages lounging while enjoying views of Mont Salève and the iconic Jet d’Eau as it shoots into the Geneva skyline.

ENJOY A POP UP “BUVETTE”

Running along the bay and through the Eaux-Vives marina, the large Gustave-Ador dock features views of the Jardin Anglais and mini electric boats. In the summer, *La Canopée* opens and offers free morning sports and activities, along with a smattering of hammocks, a pop-up bar and a food truck... the only thing missing is you and your bocce balls!

The entire area comes to life around the two lakeside pools at the *Bains du Jet d’eau* (closed Mondays) and the seasonal *buvettes* (bars). Enjoy happy hour amongst the potted palms and waterfront deckchairs, complete with concerts and performances. Or grab a gelato at the *Glacier du Jet d’Eau*, where the swans eagerly await your breadcrumbs. A few steps away, the *Bateau Genève* – a former CGN boat that’s been converted into a community centre – offers a summer *buvette*, occasional concerts and weekly gatherings (from Wednesday to Saturday).

Continuing along the Rhône riverbank, you’ll find several alternative *buvettes* where deckchairs, after-work cocktails, pop-up stages and tapas are abundant. Whether floating or land-based, there’s a *buvette* for everyone. It’s the perfect way to celebrate the joys of summer!

FROLIC IN THE RHÔNE

While the lake is extremely popular, the river tends to attract a more select crowd. Nothing beats a swim in the icy river on the hottest days of summer! And although jumping from the Sous-Terre bridge is forbidden (albeit still done), floating downstream in the river is perfectly allowed. Swimming against the current can be exhausting but climb aboard a paddleboard or inner tube and it’s a whole different story! Some people float downstream for hours, surrounded by nature, until they reach the Verbois dam.



The lake is (very) good, but don’t forget about the Rhône River – it’s another fine opportunity to take the plunge.



Carouge's Dolce Vita

A pastoral summer between glaciers and lively terraces

Text Samia Tawil

Photos Manu Gelato – Guillaume Cottancin | Geneva Tourism

Despite Carouge being just adjacent to Geneva, we often forget how different it can be. This is even truer in summer, when echoes of its Italian heritage resound, and between morning flea markets and ice-cream makers, the Sardinian-esque town whispers secrets of la dolce vita.

Pastel façades; almost secret inner courtyards adorned with palms recalling Ticino; the cheerful murmur of the terraces on the market square... Founded by the Kingdom of Sardinia in the 18th century and attached to Switzerland by the Treaty of Turin in 1816 (then a stronghold of Italian immigrants), the district of Carouge has preserved a unique charm, like an enchanting interlude...

Behind the arched doors of its old baroque buildings, with their beautiful period shutters, lie precious locales that are run by passionate artisans. These caretakers, through their craftsmanship, help perpetuate Carouge's southern atmosphere.

CAROUGE'S FAMOUS ICE-CREAM MAKERS

Here, the name Manu Gelato is an institution. Upon leaving the market, one quickly comes upon this small shop and

its unmissable queue of food lovers. Behind the window, refreshing sorbets are on display with Mediterranean flavours like lemon, mango, or the signature pineapple-basil, along with ice cream flavours boasting deep tasting notes like nocciola, Sicilian pistachio, or fig-ricotta... Of Italian origin, its founder, Emanuele Zanchi, sought to recreate the flavours of his childhood summers spent by the sea. When he left the world of stock trading in 2011 to don his *maestro gelatiere* apron, he had no idea of the success story that would follow – a success that's, in part, rooted in the tenderness and nostalgia contained in his tubs.

A few steps away, a second crowd of sweet-toothed customers await in the shade of an Italian awning... On Rue Saint-Joseph, Gelatomania has been delighting Geneva residents for nearly twenty years with its original creations.

Take, for example, the cup of peach and stracciatella. Or the bricelet topped with a generous scoop of grapefruit sorbet. The brand, founded in 1997 by Paolo Sottile (then taken over by three Swiss partners in 2020), regularly offers new flavours inspired by a broad Mediterranean palette. An ice cream with Middle Eastern labneh-honey notes, for instance, joined their range last summer... What surprise will they have in store this year?

Chocolaterie Rohr, an emblem of Genevan confectionery for more than 70 years, awaits us—quite literally—at the corner of Rue Vautier and Rue Roi-Victor-Amé. In addition to its famous *Poubelles de Genève* (“Genevan rubbish bins”, filled with creamy ganache), the shop also offers delicious frozen specialities in the form of artisan batons, ice-cream cookies or even cocktail-flavoured ice cups like mojito, doused with rum using a straw!

A VILLAGE WITHIN THE CITY

Southern-flavoured delights certainly do not stop at ice cream in this district of a thousand charms... A Spritz or delightful fresh pasta at Al Mercato will transport you elsewhere (without you ever having to leave!), while the *pinze* and *arancini* at Mizzica will remind you that true happiness lies in the simple pleasures of life. Enjoy brunch in the pretty, hidden courtyard of Cactus Café (“spicy, but not too much”) on Rue Ancienne for other sun-filled dishes in a lovely, calm setting.

Also, every Wednesday and Saturday morning, the famous Carouge market – the true soul of the district – envelops all within its scents of olives and flowers. On Thursdays, a street-food market unfolds at dusk, bringing together hipsters, foodies and aperitif lovers amongst the stalls offering oysters, wines and other mezzes... It’s all the ingredients one needs for a wonderfully gentle summer.





A day by the pool

Luxury, calm and delight in complete exclusivity

Text Samia Tawil

Photos Hotel President | Hotel InterContinental Geneva

Fancy a swim? As the fervent summer sun scorches the Alpine slopes, people are unfailingly drawn to the shores of Lake Geneva in search of cool relief. As for the pools, the finest of them are far from the crowds, offering an aquatic oasis...

Your feet in the water, your head in the Alpine clouds... the pool at the Hotel President, and its panoramic view in shades of azure, immerse you in a picturesque Genevan postcard.



© David Olkarny



Summer in Geneva often feels surprising, with its seaside atmosphere, cheerful bustle and sailboats fluttering through the veiled mist of the Jet d'Eau. Yet sometimes a quiet pause is welcome – the perfect chance to (re)discover, just for a day, the refinement of the city's most beautiful establishments.

**RELAXATION WITH A VIEW
AT HOTEL PRESIDENT**

In the shade of parasols beneath the languid sky, the elegant deckchairs of the Hotel President's pool garden seem almost impatient to fulfil their purpose: to cradle anyone in Geneva for a summer of gentle disconnection. Below the terrace, the lake shimmers in quiet complicity, under the distant watch of Mont Blanc enthroned among blue-tinged clouds – a hypnotic view for this exclusive respite.

Throughout the summer, from 10 am to 6 pm, Hotel President invites outside guests to discover its beach-club atmosphere, with day access to its picturesque pool. This may be paired with a treatment at the SPA – the first in Switzerland to offer prestigious La Mer signature rituals – or accompanied by a carefully crafted cocktail at the pool bar, the Summerhouse, in a distinctly Saint-Tropez ambiance.

To accompany this sunlit, southern-inspired journey, the new menu at Rive Droite – revisited by rising star Chef Dany Khezzar – sails between the Côte d'Azur and Phoenicia, with irresistible mezés and avant-garde creativity. High-flying gastronomy is already a longtime staple here for devotees of the Sunday brunch at Bayview, the hotel's flagship restaurant, which has held a Michelin Guide star since 2013.

**THE REFRESHING GARDEN
AT THE INTERCONTINENTAL**

Discreetly concealed behind the iconic building of the InterContinental Geneva lies the city’s largest five-star hotel pool. This azure basin – nestled within the heart of a 525-m² tropical-inspired garden – offers a true oasis of refreshment that’s only moments from the city centre. Renovated (and grandly reopened to much fanfare) in 2023, it has since become a chic retreat for lovers of sophisticated swimming.

Each guest can curate their own unique experience of the locale. From Monday to Thursday, from 4 pm to 7 pm, the Chill & Rosé special promises an afternoon of refined sun-bathing, while Lunch & Swim features a signature dish of the day with Mediterranean accents, created by Chef Quentin Jacquemoud. The perfect offer for introverts seeking a luxurious moment to themselves may be a wellbeing interlude at the Spa Cinq Mondes – including a relaxing massage and a detox juice.

Friday’s Capri Afterwork, which reinvents the festive twilight atmosphere of Positano’s cliffsides, will appeal more to social butterflies – complete with Breton stripes and lemon pool floats, drifting to tunes by DJ Julien Roc. The signature cocktails are inspired by ten European capitals and are absolutely worth trying – including the Bern mocktail, which revisits the original flavours of Toblerone.

hotelpresidentgeneva.com
geneva.intercontinental.com



Nestled in the tropical cool of the garden, the pool at the InterContinental Geneva lies hidden behind tall, countryside-like hedges.

Geneva's Jet d'Eau

The city's signature

Text Claude Hervé-Bazin
Photos Geneva Tourism | Colin Frei — Switzerland Tourism

Born of an industrial necessity, the Jet d'Eau has become the emblem of Geneva: a technical feat that symbolizes the city's growth and dynamism, but also an expression of urban poetry... and a guaranteed shower for those who get too close.

#helvet



BREVA

GENEVE



Segreto di Lario

Sunset edition

Les Instruments du Temps

brevé-watches.com



While a few European water jets occasionally exceed 140 m during festivities, Geneva's Jet d'Eau is the only one that reaches such a height year-round.

When sprayed into billions of particles, the water of the Jet d'Eau becomes an all-encompassing cloud, like standing in the middle of a waterfall. To experience it up close, simply follow the boardwalk... and run the risk of getting wet.

At the end of the 19th century, Geneva's industrial boom saw a hydro power plant built along the Rhône, at La Coulouvrenière, to provide water for the city's inhabitants. But when demand dropped at night, pressure built up in the water. To avoid any damages, a safety valve was opened to release the water pressure...

And the Jet d'Eau was born! The fountain's 30-metre-high spray quickly became a local attraction. Although it was no longer necessary just a few years later, the city chose to preserve it and moved it to a new location at the end of the Eaux-Vives pier, in the heart of the bay. It shot up to 90 m high, with four lateral branches resembling a tree, and was illuminated for the first time on 1 August, 1891, to mark the 600th anniversary of the Swiss Confederation.

In 1951, the present Jet d'Eau was installed, redesigned to pump lake water instead of city drinking water. The spray reaches a maximum height of 140 m, a European record! Seven tons of water and microscopic air bubbles are suspended within the plume at any given moment. To shoot up so high, 500 litres of water is pushed out of the pipe at almost 200 km/h every second, creating a plume that lasts 16 seconds. A beautiful but technically complicated achievement.

Dramatically dotting the Geneva skyline both day and night, the white halo of the Jet d'Eau only pauses its stream in cases of violent winds or freezing temperatures, when it might otherwise become a snow cannon. Before 2003, the fountain was shut off for four months every year. Today, only five guardians – all volunteer retirees from the Services Industriels de Genève (Geneva Industrial Services) – watch over the fountain, deciding when it will (or will not) operate and ensuring it functions properly.

geneve.com

Danny Khezzar

Emotion in the kitchen

Text Claude Hervé-Bazin

Photos Guillaume Cottancin





Danny Khezzar is renowned for his highly intuitive and sensory cuisine, along with his meticulous attention to presentation and detail.

Danny Khezzar is the Michelin-starred chef of Bayview at the Hotel President and is at the helm of two new Genevan locales. Meet this young man (he just turned 30) who is lighting up Swiss gastronomy with his instinct-driven style.

He sleeps four hours a night, manages several venues between Geneva and Paris, maintains a career as a rapper and travels the globe organising dinners. At only 30, Danny Khezzar has already left his mark on Geneva's culinary scene. Born in the "9-3" (Paris's "rough" suburbs), he's the son of a plumber and the grandson of a cook who was determined to carve his own path. At fifteen, during a family brunch at the Ritz Paris, he introduced himself to Chef Michel Roth, who showed him the kitchens: it was love at first sight. Ten years later – after being trained (secretly by friends!) at the Paris hotel school and revealed to the public in Season 14 of Top Chef – Danny Khezzar, dreadlocks and all, took over the reins of Bayview, the Michelin-starred restaurant at Geneva's legendary Hotel President.

"Following a chef like Michel Roth demands a great deal of humility," he admits. "It was obviously an immense source of pride, but also a real responsibility. My aim was never to copy or replace him, but to bring my own touch to the restaurant, with an emotional, instinctive cuisine that still respects the DNA of the place." The result: a Michelin star maintained and a score of 18/20 from Gault&Millau.

A DEEPLY EMOTIONAL CUISINE

Trained in the rigour of classic French cuisine, Danny Khezzar cooks as much with his head as his hands. His influences are multiple and mixed: the French tradition passed down

by Michel Roth, of course, but also a fascination with Asian cuisine, led by Japanese gastronomy, and the urban culture that shaped him. His cooking resists easy definition. It's beautiful, instinctive, precise and always rooted in a memory or sensation. "My cuisine resembles me in its contrasts: a great deal of discipline, but also something spontaneous and deeply emotional. I like telling stories through memories and creating experiences that leave a mark on people."

A perfect example is the new poolside menu at the Hotel President's *Rive Droite Restaurant by Danny Khezzar*, opening in late May. "I wanted a lively summer cuisine that's centred on produce, sharing and freshness," explains the chef with a mischievous look.

PROJECTS IN EVERY DIRECTION

Naturally, Bayview alone could never contain the young chef's overflowing energy. Since September 2025, Rue de Chantepoulet has welcomed *Sheesh!*, a "spontaneous" street-food counter that revolves around his favourite Japanese sandwich, the *katsu sando*, revisited with Michelin-starred precision. "It was important to me to open in Geneva, because this is where it all began," he explains. A few weeks later, *Izakaya by Danny Khezzar* opened on Quai du Seujet overlooking the Rhône, complete with a festive Japanese atmosphere, a binchotan grill and a cocktail club. "I love creating different worlds," enthuses the young chef.



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Inspired by his Italian-Algerian roots, the young chef is fond of Mediterranean spices and condiments, which at times lend a subtle kick to his dishes.

In addition to this already frenetic pace are the multiple invite-only dinners he organises all over the world. “They are very special moments that allow me to step outside the classic restaurant framework and offer exclusive, highly creative experiences.”

IN THE SPOTLIGHT

Fame and collaborations came quickly. He has 1.2 million followers on Instagram, is a Swiss ambassador for Bvlgari watches, a partner of Geneva’s Automobiles Caveng for Mercedes-Benz (notably the G-Class) and recently launched the *Kai Collection by Danny Khezzar*, a line of Japanese knives made in Switzerland. “It’s all done with the same attention to detail and search for emotion, with like-minded partners who seek to create strong and timeless experiences.”

What does he think about his fame? “Extra motivation, a real opportunity! It pushes me to constantly question myself and keep evolving to go even further.” And far is exactly where Danny Khezzar is headed... Several international projects are already in the pipeline, including a restaurant in Monaco. For now, though, this suburban child, who’s become one of Switzerland’s most sought-after chefs, still very much has Geneva at the heart of his passion. “Continuing to develop Bayview remains my priority,” he says. A priority – and a promise.

restaurantbayview.com

Chevalley Exclusive

The art of exceptional motoring

Text Isabelle Guignet

Photos Groupe Chevalley

Groupe Chevalley, a leading automobile distributor in French-speaking Switzerland, is launching a new temple of four-wheeled refinement: Chevalley Exclusive. It targets aesthetes and enthusiast drivers – lovers of prestigious and collector vehicles – in the ultra-luxury second-hand market.





The models offered and sourced by Chevalley Exclusive on behalf of its clients share only two things in common: their exceptional condition and their rarity.



Founded in 1972 by former racing driver André Chevalley, the group bearing his name has established itself as a major player in Geneva’s automotive world throughout the years, representing globally renowned brands such as Mercedes-Benz, Bentley and AMG. Marking a new chapter, and a new tool devoted to lovers of fine engineering, the Chevalley Exclusive brand defines itself as a sanctuary for collector automobiles, reaffirming the group’s historic vision with a dash of fresh perspective. Here, the automobile doesn’t merely serve as transportation – it’s a way of life – and vehicles are seen as works of art that transcend their purely mechanical function.

**THE ULTRA-LUXURIOUS
VERSION OF SECOND-HAND**

The magic happens at the Bentley Garage at 122 Route de Meyrin. Within this dedicated space, the objective is clear: offer a discerning clientele bespoke services for acquiring rare vehicles. Born from the growing demand for collector cars, Chevalley Exclusive presents itself as “a concierge service for the exceptional”. The group now supports its clients through every transaction – from the discreet sale of a certain model to the acquisition of a unique vehicle – across all four corners of the globe. And if the rare, sought-after gem does not yet shine within its Geneva showroom, the group activates its international networks, becoming a “treasure hunter” capable of sourcing the ideal car for any client in search of a precise automobile.

The promise that drives this service is genuine, built upon a deep trust and loyalty that’s been woven over decades between the automotive group and its discerning clients. Today, collectors no longer cross the threshold of the garage solely to purchase a car, but rather to place the destiny of their motor-powered heritage in the hands of trusted experts.

Far from conventional used-car forecourts, Chevalley Exclusive redefines the standard of prestigious second-hand motoring. Here, every vehicle is meticulously and expertly inspected, guaranteeing flawless traceability and a state of preservation that’s as close to perfection as possible. “The automotive market has evolved, and, today, acquiring a collector vehicle is an investment,” explains Christian Pirelli, Director of the Bentley Garage. Whether it’s a contemporary supercar, an iconic classic or a limited edition that’s impossible to find through traditional channels, Chevalley Exclusive is one’s most trusted intermediary for ensuring a seamless experience.

**FROM ENGINEERING TO MASTERPIECE:
AN ART GALLERY IN MOTION**

While the Group’s DNA is inseparable from Mercedes-Benz and Bentley, the Chevalley Exclusive showroom also now includes Porsche, Ferrari, Lamborghini, Maserati, McLaren and Bugatti. Here, the value of an automobile is more than a price tag. “A car that is worth millions is not negotiated like an ordinary automobile; this is about acquiring a rare emotional asset,” notes Davor Djuric, Sales Director for Bentley and Chevalley Exclusive.

What is on display – and what clients come to acquire – are exceptional vehicles, whose true value is invisible: the stroke of genius that guided a designer’s pencil, a Bugatti’s numbered plaque, the mechanic’s engraved signature on an AMG engine, or – most often – the extraordinary story of the car itself. Every automobile here is endowed with its own biography. Becoming the owner of one of these vehicles means becoming the guardian of a unique piece of human and automotive history, where each new kilometre travelled adds another line to the car’s legendary story.

groupe-chevalley.ch/chevalley-exclusive



Eclectica

Picnics and fine bodywork

Text Daniel Bauchervéz
Photos Automobile Club Crans-Montana

Crans-Montana, July 2026. Somewhere between two legendary bends of the Swiss Alps, a collection of exceptional cars purr across a sweeping landscape that seems to have been designed just for them. Welcome to the world of Eclectica.



Over the course of a day, participants selected for the Eclectica Picnic criss-cross Swiss mountain roads in their fine vehicles, enjoying picnic stops and legendary landscapes along the way.



SETTING THE STAGE

The picnic’s setting is no coincidence: the Furka Pass is an Alpine route that’s the stuff of cinematic legends ever since Aston Martin and James Bond sped along it (in Goldfinger, if you recall). It is here, suspended between sky and rocky mountain, that a few dozen carefully selected guests gather around exceptional cars – collectors, brand executives, partners and friends. There’s no artificial staging, no racing, no podiums nor spotlights: here, it is about truly experiencing the moment, while enjoying reimagined Alpine gastronomy straight from wicker baskets, just as it used to be. Tables, chairs, porcelain and champagne flutes – it’s pure and elegant simplicity.

“Luxury is no longer limited to owning, rather to living, feeling and sharing rare moments.” This personal leitmotif has guided Nelson Philippe in shaping the backbone of

the Eclectica Picnic. “A moment of connection, emotion and authenticity”, declares the former driver. A delightful aperitif of sorts, heralding the main course.

ECLECTICA IN ITS NEW DIMENSION

This year marks a special anniversary: five years since the first edition of Eclectica took place, when only a handful of car enthusiasts and fine vehicles gathered in the heart of Crans-Montana. Even then, they were gleaming, roaring, vintage and revolutionary, spanning shades of red, green, yellow and beyond. They were invariably distinguished, with a few oddballs included (whose lineage or histories warranted an invitation, of course). In short, the full spectrum of legendary classic cars was on display.

This annual gathering is now on the verge of becoming a local institution and has officially been renamed the Eclectica Inter-





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national Motor Show. “We are moving from a weekend-focused event towards an international platform that spans more days, more brands and more experiences. Eclectica has become a true open-air motor show, all while staying true to its emotional and artistic DNA,” adds Nelson Philippe.

“A PLACE, AN ENERGY, AN EMOTION”

The 2026 edition is open to the public 24-26 July. The event will be spread between Rue du Prado (for the Concours d'Élégance), the Sporting Club parking lot (for brand partners) and several beautiful natural sites. Ferrari, Porsche, Maserati, Lamborghini, Mercedes-Benz – the greatest names in four-wheeled luxury have answered the call.

Why here and why now? Nelson Philippe enthusiastically answers: “We chose summer for our event because there are no other major automotive events happening at that time, and, above all, because it's the ideal time of year here to bring these vehicles out of hibernation. Classic cars are not meant to remain stationary; they deserve to be driven. And to be driven in places as majestic as the Swiss Alps,” adds the founder of Eclectica.

“THE PLEASURE OF DRIVING”

This, ultimately, is what best distinguishes the Eclectica International Motor Show (EIMS) from other European car events: it's founded on a desire to take the wheel and enjoy the sheer pleasure of driving. “You don't come to just see the cars, you come to experience them”, adds Nelson Philippe. It's a unique blend of luxury, culture and motoring.

His goal? “To make the EIMS the leading summer automotive event in Europe – far from enclosed halls – set on legendary roads within striking landscapes.” In fact, this mission extends beyond Crans-Montana all the way to Geneva. The city is home to several fine automotive collections and acts as a “strategic gateway”, where Eclectica “works with local clubs to develop private events, exclusive launches and targeted gatherings”.

automobileclubcm.com

Dive into music at Genève-Plage

The Orchestre de la Suisse Romande (OSR) brings summer to life

Text Yannick Nardin

Photos OSR | Magali Dougados | Grégory Maillot

For three evenings on the shores of Lake Geneva, a live orchestra and cinema compose the score. The 7th consecutive OSR Festival at Genève-Plage celebrates summer in free-spirited style, with musicians, instruments and an audience gathered by the pool.



Three evenings at Genève-Plage offer different ways to experience music – and to take a break beneath the stars.

For an exceptional summer sunset, look no further than the municipal pool at Genève-Plage, which opened in 1932 when “urban beaches” were all the rage. Here there’s no red velvet or hushed silence. Instead, pop-up chairs, blankets and refreshments are all welcome, offering a new way of listening that’s less ceremony, more sensation. Sometimes the wind joins in, as the spectacular light fades across the lake and silhouettes relax. In this shifting outdoor setting, the notes resonate differently, shaping a different kind of musical journey. And yet, from the opening bars, the emotion remains intact – carried by the mastery of the OSR.

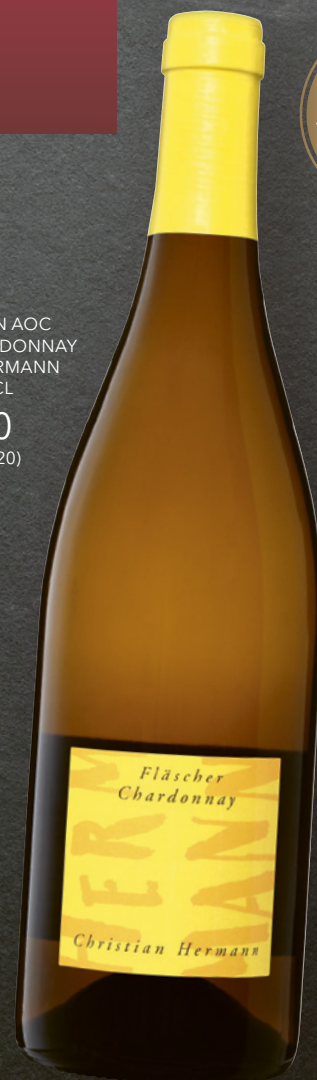
This open-air triptych runs from 13-15 August 2026, with three portals into the orchestra’s wide-ranging offering. Opening the symphonic programme is “American Summer”, with virtuoso Margaryta Grynivetska on the podium and Valentine Michaud, the Franco-Swiss prize-winning solo saxophonist. On the 14th, there’s a film-concert built around Alfred Hitchcock’s *The Lodger*, a landmark silent movie. The festival then closes with a jazz tribute to Joséphine Baker, all swing and elegance, performed by the OSR.

WHEN IMAGE AND MUSIC UNITE

The film-concert is the beating heart of this summer edition, as the live orchestra performs with absolute precision. Conductor Philippe Béran highlights that the challenge is both in total synchronisation and intention, finding the perfect




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*At the film-concerts, an unexpected and immersive
dialogue takes shape between the live music and
the giant screen.*

balance of remaining faithful to the image while ensuring musical autonomy, so as to extend and amplify the sound. The result is an immersive experience, where sight and listening build the story together.

This dialogue is part of a broader strategy for the OSR, who – for several seasons now – has developed film-concerts as a gateway for reaching new audiences, especially younger ones. Three additional family-friendly film-concerts are already on the upcoming agenda, accompanying the slapstick comedy of Laurel and Hardy, the eccentric universe of *The Addams Family* – naturally scheduled for Halloween – and even the magic of *Harry Potter* in May 2027 at the Arena.

Both the film-concerts and the Genève-Plage venue – outside the OSR's traditional walls – allow the orchestra to bridge genres and reach audiences in new ways, driven by the expressive passion of the musicians and conductors like Philippe Béran. The common thread is still high-level soloists, exacting leadership and a strong musical coherence, in line with the OSR's mission. You may attend the festival for the experience, but you will leave with a conviction: beneath the open sky, in a freer format, the music of the OSR still moves with exactly the same precision.

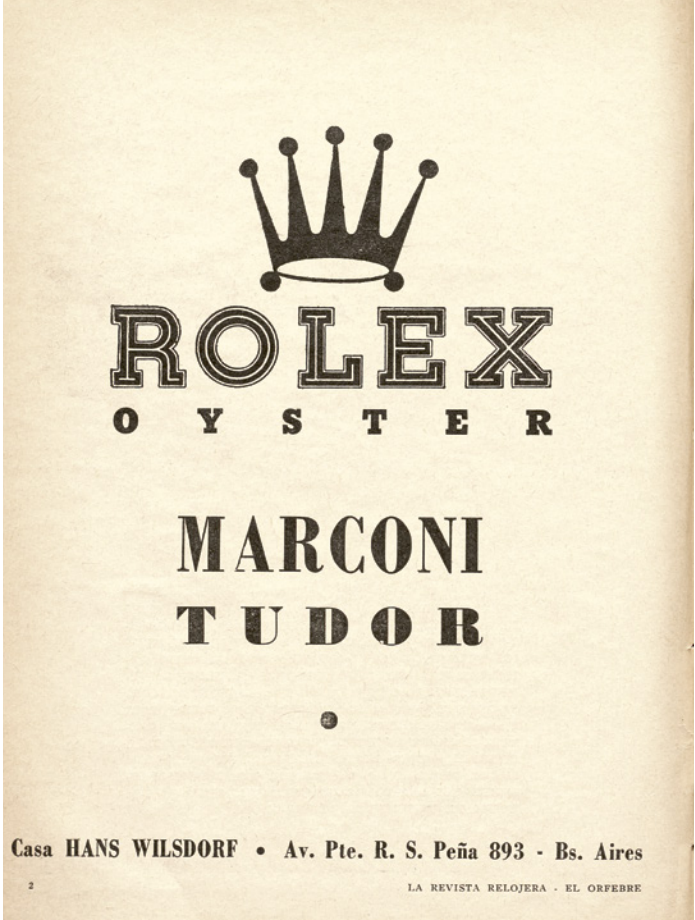
Tudor

The first century

Text Benjamin Teisseire

In collaboration with Europa Star

Photos Archives Europa Star | Tudor



Rolex Oyster, Marconi and Tudor in this Europa Star archive from 1946, intended for the South American market.

Hans Wilsdorf, founder of Rolex and Tudor

Rolex’s little sister joins the exclusive circle of centenarian brands this year. Discreet in its communication yet unwaveringly faithful to its founding vision, Tudor has developed its own philosophy and community. Its centenary offers an opportunity to revisit a rich history of tool watches that defines its core identity and shapes its future. A deep dive into a century of serene, useful, and functional watchmaking.

The story begins on 17 February 1926, when the widow of Philippe Hütther, a watch dealer and manufacturer, registered the trademark “The Tudor” on behalf of the watch-making house of Hans Wilsdorf. The chosen name refers to the British royal dynasty of the 15th and 16th centuries, evoking both strength and grace. From the outset, the notions of robustness and longevity were embedded in the brand’s DNA. Hans Wilsdorf’s original ambition – one that still defines Tudor – was to create “the best possible watch at the best possible price.”

From the 1930s onwards, the first Tudor watches were distributed worldwide, often alongside Rolex models. For equivalent functions, they were typically priced between one-half and one-third less. This positioning – offering more accessible watches with the same technical package as its elder sister Rolex – would come to define the brand.

Reliability in humid or dusty environments thanks to the Oyster case (from the 1940s), self-winding via the Perpetual rotor (from the 1950s), and wrist ergonomics became the hallmarks of the quintessential accessible tool watch. The foundations were laid; the story could begin.

THE EARLY YEARS

By the late 1920s, Tudor watches – designed for both men and women – came in rectangular Art Deco forms typical of the era, as well as tonneau and round cases. In 1936, the Tudor brand was fully integrated into the Rolex structure, and on 6 March 1946 it became a separate entity, “Montres Tudor S.A.,” to assert its own identity.

At that time, everything – from technical, functional, and aesthetic design to distribution and after-sales service – was guaranteed by Rolex. Hans Wilsdorf stated: “The aim of



Among the “tests” to which the Tudor Oyster Prince was subjected, the Monaco International Trophy transalpine motorcycle rally remains one of the most iconic (1950s campaign).

Tudor is to make a watch that our dealers can sell at a lower price than our Rolex watches, and yet one that will attain the standard of dependability for which Rolex is famous.” It was truly with the launch in 1952 of the Oyster Prince (featuring an Oyster case and Perpetual winding) that Tudor established its identity as a robust, reliable tool watch for all conditions – an identity that still defines its DNA today.

The British North Greenland Expedition – two years in the extreme conditions of Greenland – marked the starting point of this “all-terrain” watch identity. A series of iconic advertisements throughout the 1950s subjected the Tudor Oyster Prince to the harshest trials to demonstrate its robustness and chronometric reliability: 252 hours in manually excavated coal mines, 30 hours on the wrist of a jackhammer operator, three months worn by a stonemason, one month

during steel beam riveting operations on construction sites, or even on the wrist of a motorcycle racer over 1,000 miles (Geneva–Monaco–Geneva via mountain roads!).

ICONIC MODELS

Following the Oyster Prince, Tudor introduced its diving version in 1954: the Tudor Oyster Prince Submariner reference 7922. The model quickly accompanied professional divers, further enhancing its reputation for reliability. It was notably issued to both the US Navy and the French Marine Nationale – a powerful endorsement of its dependability.

With a 37 mm diameter, it was the largest Tudor reference at the time (how times have changed!). The final reference, introduced in 1995 – the 79190 – measured 39 mm. These watches, along with other generations of Submariners, laid

the groundwork for today’s Pelagos and Black Bay collections, the brand’s most recognized lines, introduced in 2012.

The Submariner name would disappear entirely from Tudor’s catalogue (and dials) in 1999 to avoid confusion with its crown-bearing sister brand. However, collections retained the iconic “snowflake” hand – a defining signature of Tudor. In 1957, Tudor launched the Advisor, reference 7926, an alarm watch produced until 1977. That same year saw the introduction of the Oysterthin, the brand’s thinnest watch at just 6 mm thick. Produced until 1963, it remains the thinnest waterproof Tudor watch ever made.

In the 1960s, a new model emerged: the Tudor Ranger, reference 7995/0, designed for land expeditions. Its origins date back to 1929, when Hans Wilsdorf registered the name “Ranger.” At the time, it did not yet designate a specific model but already associated the brand with a spirit of adventure.

It was during the 1960s that the Ranger’s aesthetic – still relevant today – took shape, with large luminescent Arabic numerals at 3, 6, 9, and 12 o’clock, along with its distinctive hands. Production continued until 1988, before being reissued in 2014 as the “Heritage Ranger,” which remained in the catalogue until 2020. Today, it remains one of Tudor’s core lines, further reinforced following its expansion at the latest Dubai Watch Week with additional sizes and dial options.

CHRONOGRAPHS

In 1970, Tudor introduced its first manually wound chronograph: the Oysterdate, reference 7301/0. It stood out immediately thanks to its pentagonal hour markers, vivid colours, 39 mm case (large for the time), angular lines, and distinctive lugs.

A second series followed in 1971: the Oysterdate “Monte-carlo,” produced until 1977. In 1976, Tudor launched its third chronograph family, nicknamed “Big Block,” “Automatic Chrono Time,” or simply “Chrono Time” by collectors. It introduced a major innovation: a self-winding mechanical chronograph movement. In 1989, references 79100 replaced the 9400 series with subtle aesthetic updates.

While the case and crown were still signed Rolex, the bracelet now bore a Tudor logo on its clasp. In 1995, the second series of automatic Prince Oysterdate chronographs (reference 79200) introduced numerous aesthetic and technical improvements, including a refined case and scratch-resistant sapphire crystal. From 1998 onwards, a five-link steel bracelet – signed Tudor – equipped the chronographs, gradually replacing the Oyster bracelet. Rolex references also disappeared from the dials, which now proudly displayed the “Prince Date” signature.

MOVEMENTS AT TUDOR

Initially, Tudor watches were equipped with third-party movements renowned for their reliability and robustness. The brand explains: “A wide variety of movements have been used over the years, including, for example, the automatic bumper calibre AS 1250 or the Tudor calibre 59, based on the FHF 30 from Fabrique d’Horlogerie de Fontainemelon.” The famous 1952 Oyster Prince, for instance, was fitted with the Fleurier 390 – a rotor-equipped adaptation of the manually wound Fleurier 350 calibre.

Tudor subsequently relied on various suppliers. The 1969 Ranger featured an ETA 2824/2. The 1970 Oysterdate used a manually wound Valjoux 7734 with cam-actuated chronograph mechanism and a 45-hour power reserve. The second chronograph series (7100) adopted the Valjoux 234 with column wheel, before being replaced in 1976 by the legendary Valjoux 7750 – bringing a third sub-counter for hours, repositioned registers to the left side of the dial, and a date window at 3 o’clock.

This calibre powered Tudor chronographs until 2015, often decorated with Tudor-specific finishes, engravings, and even gilding. At the same time, direct references to Rolex gradually disappeared from cases, crowns, and bracelets. Montres Tudor S.A. became fully independent... paving the way for the final step toward full manufacture status.

TUDOR BECOMES A MANUFACTURE

Until 2014, 100% of Tudor calibres came from third parties. But as early as 2010, the brand began developing its



The Oyster Prince Submariner
ref. 7924 – 1958



The Oysterdate Chrono
ref. 7149 – 1971



The Prince Oysterdate Chrono
ref. 9430 – 1976



The Tudor Black Bay
ref. 79220R – 2012



The Tudor North Flag, the first model equipped with a Kenissi calibre, introduced at Baselworld in 2015.



The Tudor Prince Chronograph One, a unique prototype created for Only Watch 2023, introducing the brand's very first in-house chronograph movement.

own industrial capabilities for producing mechanical movements. The result was unveiled at Baselworld in 2015, powering the North Flag and Pelagos models. In 2016, Kenissi was established to develop and produce Tudor's in-house calibres – while also opening to third-party brands.

From 2017, a partnership with Breitling saw the latter supply chronograph calibres to Tudor, while sourcing three-hand movements from Kenissi. In 2018, Chanel acquired a 20% stake in Kenissi, which now supplies movements for the iconic J12. Kenissi also produces calibres for brands such as Norqain, Fortis, Ultramarine, and for a time, TAG Heuer. Today, only Tudor's 1926 and Royal collections are not equipped with manufacture movements, instead using Sellita calibres built to Tudor specifications.

With its own industrial infrastructure and expertise in tool watches, Tudor has also elevated its chronometric standards. Since 2015, all Tudor watches equipped with in-house movements are COSC-certified, and since 2021, some have achieved the demanding METAS Master Chronometer certification. The brand thus reinforces its founding philosophy of reliability and robustness – placing the watch itself at centre stage.

Among anticipated developments, the presentation in 2023 for Only Watch of the first prototype chronograph with an in-house movement – the Prince Chronograph One, with clear “Big Block” influences – suggests the imminent arrival of Tudor's first series of manufacture chronographs. The collector community is already buzzing...

EVOLUTION OF THE LOGO

To complete the brand's century-long story, a look at the evolution of its logo is equally revealing. From 1926 to 1936, the logo simply featured the name “Tudor” with an elongated horizontal bar, protecting the other letters.

From 1936 onwards, the Tudor rose appeared, set within a shield - symbolising the graceful precision of the movement and the robustness of the Oyster case in a symbiotic union. Around 1947, the shield was dropped, leaving only the rose to emphasise elegance and highlight the prestige of the Tudor dynasty. But in 1969, as the brand shifted toward more technical watches, its tool-watch DNA reasserted itself. The shield – symbol of robustness, protection, and reliability – replaced the rose definitively, cementing its essential character.

WORKING ON IMAGE

In today's watch industry, where image is as important as the product itself, Tudor has successfully adapted to enhance its visibility. A strategy of high-profile ambassadors has been implemented. David Beckham has been associated with Tudor since 2017 and still wears its watches today, as seen during the Qatar F1 Grand Prix in December 2025. Partnerships with the legendary All Blacks rugby team and the Rugby World Cup also continue.

Since 2022, Tudor has expanded into cycling – with the Tudor Pro Cycling Team (formerly Swiss Racing Academy) – and sailing as partner of Alinghi Red Bull Racing. A resolutely sporty image, focused on performance and reliability. Yet, as the brand itself states, “the product always remains the star for us. Our duty is to perpetuate our tool-watch heritage, offering high quality at the best possible price.” In the CHF 2,000 to 6,000 segment, Tudor is widely regarded as offering one of the best value propositions on the market.

Today, the brand is distributed through 1,600 points of sale worldwide, including 240 dedicated boutiques operated by retail partners rather than owned directly. Distribution is

therefore entirely wholesale – contrary to some assumptions. This model also reflects Tudor's own social philosophy, marked by a certain serenity rooted in trust – both in its industrial production capabilities and in its relationships with partners and employees. The brand's ownership by the Hans Wilsdorf Foundation, which removes shareholder pressure, is no small factor.

As for production figures, estimates suggest at least 160,000 watches in 2024, generating CHF 360 million in revenue. Although the brand does not communicate official numbers, reality is likely significantly higher. With the discreet celebration of its first centenary, Tudor begins writing its next chapter with the same serenity and humility that have always defined it.

tudor.com
europastarch

Sweat, chill, repeat

Sport as a way of life

Text Yannick Nardin
Photos Nicolas Stajic

Just minutes from Geneva’s city centre, the David Lloyd Country Club Geneva in Bellevue elevates sport into a complete experience, built around three core pillars: performance, family and well-being. It’s a place where you enter for a session and gladly stay for the day.





Founded in the United Kingdom by former Davis Cup player David Lloyd, the group has established itself as a leading European name in premium sports clubs. Its DNA? Uniting fitness, wellbeing and sociability in spaces that are designed to be genuine hubs for everyday activities. Yes, you train there, but you also unwind, watch your children thrive, share a meal or extend the day in dedicated work areas. As its first Swiss address – although there is a branch in neighbouring Veigy, France – the Bellevue location embodies this same vision through a precise operating model, in immaculate spaces set amid lush greenery.

AN EFFICIENT ENGLISH MODEL

The establishment's activities director, François Chaussumier, oversees tours of the club with almost paternal attention. The former Olympic tennis and physical fitness coach has worked there for twenty years – a level of loyalty he shares with Director Frédéric Bouvier, who has been there for three decades. His role? "To bring the club to life through training programmes and events, but also to understand who comes, when and why."

At David Lloyd, data informs every decision: class attendance, age profiles, preferred time slots and beyond... The offering is precisely adjusted to suit every visitor. This English-style mastery extends throughout the club's rigorous health and safety protocols while also permeating



Each member benefits from a personalised training programme established through coaching sessions.



internal club culture. Team spirit, embodied values and frequent staff recognition all contribute to fostering a tangible sense of belonging – the “Employee of the Year” is even rewarded with a tropical getaway.

FROM COUNTRY CLUB TO ECOSYSTEM

The evolution has been striking. Founded in the 1970s, Geneva’s country club was taken over in the 2000s by Ernesto Bertarelli’s family. Its elite sporting positioning was then strengthened, notably through preparation training for the Alinghi team and the Bol d’Or. In 2020, David Lloyd Leisure took over the facilities and invested 15 million Swiss francs.

Since then, attendance has more than tripled, with a quarter of current members being under the age of 22 – as part of a deliberate, more family-friendly shift. New investment and infrastructure extensions should further strengthen both the club’s offering and it’s momentum – while always staying firmly focused on members’ comfort. “We are notably creating a space entirely dedicated to Reformer Pilates, as well as a fourth paddle tennis court to meet strong demand,” adds François Chaussumier.

THREE PILLARS, ONE COMPLETE EXPERIENCE

The club structures its offering around three pillars: fitness, racquet sports and aquatic activities. The experience truly comes to life through signature classes. The iconic “Blaze” class combines running, strength training and combat, keeping effort in the red zone for between 9 to 18 minutes of the 45-minute session! It’s unquestionably intense and takes place in a dedicated immersive studio (a 700,000 Swiss franc investment), complete with lights and music for extra motivation. The concept can even be extended for special events (ex. “Blaze & Bubbles”) or international competitions. Another striking innovation is EGYM: smart machines that automatically adjust to the user’s physique, range of motion and strength levels!

And then there’s the much-awaited moment of release. A spa for ages 22+, a Himalayan salt sauna, peppermint showers that alternate between hot and cold, a jacuzzi... recovery becomes a ritual. The goal is a fully immersive experience – beyond a moment of performance – that truly embeds sport into daily life.

davidlloyd.ch



Tennis and racquets are played across several dedicated courts, with a fourth paddle-tennis court currently under development.



#watches



Audemars Piguet
Royal Oak Selfwinding Chronograph

This iconic 38 mm Audemars Piguet Royal Oak in stainless steel embodies raw elegance and hides a secret: the new calibre 6401. For the first time, its heart beats beneath a sapphire caseback, revealing a beautiful mechanical choreography of hours, minutes, small seconds, the date and chronograph functions. It's water resistant up to 50 m.

audemarspiguet.com



Chopard
L.U.C 1860

Exactly 30 years ago, Karl-Friedrich Scheufele founded this Manufacture in Fleurier, which has remained dedicated to producing high-precision watch movements ever since. It's the perfect occasion to present this new anniversary piece with an "Areuse Blue" dial (named after the nearby river), a 36.5 mm Lucent Steel® case and an irresistible, white gold, hand-guilloché sunburst dial.

chopard.com



Patek Philippe
Nautilus 5810/1G-001

The Nautilus collection is also celebrating 50 legendary years. For this jubilee, this icon features an ultra-thin white gold case, a blue sunburst dial with signature horizontal embossing, along with white gold hour markers and hands with white luminescent coating. This edition, limited to 2,000 pieces, beats to the rhythm of the ultra-thin self-winding 240 calibre.

patek.com



Rolex
Oyster Perpetual Yacht-Master II

Want to master the horizon? Now, you can. Designed for regattas, this unique Rolex chronograph includes a programmable countdown with a mechanical memory: a true achievement! Its bi-directional blue ceramic bezel is fitted with a 60-minute graduated Cerachrom insert to measure time intervals (minute-by-minute for the first half-hour). It's the ultimate skipper's tool.

rolex.com

#watches



Chanel
Black Monsieur Tourbillon Lion

Its centrepiece? A 3-dimensional, laser-engraved titanium lion's head, set at the heart of the majestic flying tourbillon movement at 6 o'clock, which rotates every second. The Calibre 5.1 sits within a matte black ceramic case, pairing black-coated steel and visible gearing in a look that's both fierce and refined – instantly identifying as signature Chanel's playful sophistication.

chanel.com



Tag Heuer
TAG Heuer Monaco Evergraph

The Monaco reinvents itself with the Evergraph, a groundbreaking model in black DLC titanium powered by the automatic Calibre TH80-00. It's defined by its flexible components that reduce friction to extend durability and lifespan. The transparent dial reveals a roaring architecture, combining black opaline counters, coated bridges and pops of red and white.

tagheuer.com



Tudor
Black Bay Ceramic

Clad entirely in black ceramic, this 41-mm Black Bay is a performance beast. Its Manufacture Calibre is METAS-certified, ensuring extreme precision and magnetic resistance for this Master Chronometer timepiece. With its signature “snowflake” hands, 70-hour power reserve and matte monochrome look, it's truly a powerful, uncompromising piece.

tudorwatch.com



Omega
Speedmaster Moonwatch Professional

As the first watch worn on the Moon, the “Moonwatch” remains astronauts' ultimate tool to this day. This 42-mm chronograph is powered by the Master Chronometer Calibre 3861, with METAS-certified precision, and preserves its 1969 DNA with its “dot over 90” bezel and varnished black dial with bright white counters. More than a watch, it's an icon of human adventure.

omegawatches.com

Longines

Longines Legend Diver 59

The spirit of 1959 resurfaces with Longines' latest model. Faithful to the original – with its twin crowns and internal rotating bezel – this 42 mm icon houses a cutting-edge heart: the COSC-certified Calibre L888.6. With a black grained dial, Swiss Super-LumiNova® and either a rubber or Milanese bracelet, it has all the charm of vintage style, plus a 30-bar water resistance.

longines.com

Tissot

Pinarello

This special edition collaboration translates the codes of cycling performance into a watch, blending Tissot's 170+ years of watchmaking expertise with Pinarello's Italian cycling heritage. The result? A collector's timepiece combining precision, performance and innovation. Highlights include a P-shaped second hand, a COSC-certified Powermatic 80 and both sporty and Italian leather straps.

tissotwatches.com

Montblanc

Iced Sea Automatic Date O Oxygen

The summit is within reach! This 41-mm model combines steel treated with Mont Blanc quartzite and a grey sfumato glacier pattern dial that evokes the depths of the Mer de Glace below the mountain. Oxygen-free, its case eliminates fogging. Water-resistant up to 300 m and equipped with a precise ceramic bezel, it's the ultimate tool for extreme exploration.

montblanc.com

Hamilton

Khaki Field King

Reclaiming a military icon for civilian life, this 40-mm model with a sun-brushed black dial stands out with its signature (and unmissable!) day-date display at 12 o'clock. Robust, it offers 100 m of water resistance and the precision of the H-40 calibre with an 80-hour power reserve. A welcome detail: the new EasyClick adjustable bracelet for comfort.

hamiltonwatch.com

Ulysse Nardin

Super Freak

Twenty-five years after the Freak's launch, this limited edition of 50 pieces completely redefines the art of the possible. Renowned for extreme watchmaking, Ulysse Nardin has unveiled this new 44-mm model in white gold and titanium, without a crown or hands. Its UN-252 Calibre deploys two inclined flying tourbillons linked by a differential, creating a hypnotic ballet on a blue disc.

ulyssse-nardin.com

H. Moser & Cie

Streamliner Pump Black

You'll have to move fast to secure one of these 250 limited edition Streamliner Pump timepieces. Created in collaboration with Reebok, this ultra-minimal watch integrates a function inspired by the Pump – an inflatable trainer that offers a perfect fit – into its manufacture movement. One press winds the movement, bringing the calibre to life!

h-moser.com



#trends

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2



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4



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6



1. **Brunello Cucinelli** Cotton and silk satin blazer with monili shop.brunellocucinelli.com
2. **Jimmy Choo** Azia 95, latte patent leather sandals row.jimmychoo.com
3. **Chopard** Alpine Eagle 36, automatic, ethical rose gold, diamonds chopard.com
4. **Loro Piana** Georgia Hat, straw ch.loropiana.com
5. **Boucheron** Papillon de Nuit Ring boucheron.com
6. **Ami Paris** Soft Leather Etienne Hobo Bag amiparis.com

#trends



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1. Jacquemus *The Camargue* shirt and the *Gardian* pants jacquemus.com
2. Bottega Veneta *Baby Veneta*, *Intrecciato* woven leather handbag bottegaveneta.com
3. Fendi *White denim shorts with stitching* fendi.com
4. Prada *Leather driving shoe* prada.com
5. Diptyque *Orphéon* Eau de parfum globus.ch
6. Louis Vuitton *Horizon 55* rolling suitcase louisvuitton.com



- 1. **Flos** Portable lamp Bon Jour Unplugged globus.ch
- 2. **Dior** Decorative plate, ecru ceramic with three-egg trompe-l'oeil motif dior.com
- 3. **Ferm Living** Fountain pedestal bowl fermliving.com
- 4. **Chanel** Camélia Bloom ring, 18K yellow gold, diamonds chanel.com
- 5. **Gubi** Pacha outdoor lounge chair with armrest gubi.com



A NEW CHAPTER IS ABOUT TO BEGIN




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 DEPUIS 1867

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junod-lausanne.com

AUDEMARS PIGUET

Le Brassus



ROYAL OAK
CALIBRE 7136 Ø 38mm