Milano Watch Week welcomes Dubai Watch Week to Milan

Inspired by their vision to connect communities across cultures and industries via engaging experiences.



Milan, October 2-4, 2026 — Introduction

Milano Watch Week and Dubai Watch Week announce a new international collaboration to strengthen the exchange between their audiences in Milan and Dubai.

The partnership brings together two independent events that have become important meeting points on the international watch calendar, as they seek to pioneer experiences that resonate with the growing global watch community.

The relationship will take shape through new initiatives, to be announced in due course and developed across future editions of both events.

Two International Watch Communities

Milano Watch Week and Dubai Watch Week were both built around the same mission: to bring the **community of watch collectors** together, and experience watchmaking like never before.

Founded in 2015 by Ahmed Seddiqi, **Dubai Watch Week** has become one of the most anticipated events on the calendar for enthusiasts. The Horology Forum, Creative Hubs, and Masterclasses continue to set the standard for events worldwide.

First unveiled in 2024, Milano Watch Week was born to share the culture, history and future of watch collecting through the eyes of one of the trendsetting countries in the industry.

The collaboration turns this international reach into a meeting point between audiences that are geographically distant but united by the same passion and enthusiasm for horology.

Off the Clock - The first chapter begins in Milan

The first public expression of this concept will take place at Milano Watch Week 2026. In the heart of Brera district, Vesta will host an exclusive event, welcoming key players and guests from the industry.

For the occasion, Dubai Watch Week's *Off the Clock* format will introduce a newly conceived networking and social engagement format, paying tribute to Dubai Watch Week and offering guests a synergistic moment to unite through curated conversations and networking.

Off the Clock will introduce the guests of Milano Watch Week to the spirit and community behind Dubai Watch Week, offering an early glimpse of the experiences that will culminate at Dubai Watch Week 2027.

Looking ahead

Following Milano Watch Week 2026, the collaboration will continue to develop through a series of opportunities across future editions. Details will be revealed progressively, with a focus on creating meaningful experiences.

Dubai Watch Week will return in 2027, for its eighth edition with a renewed focus on groundbreaking experiences, creating moments of confluence and curating initiatives that elevate the industry.

Opening Hours

Milano Watch Week 2026 will take place at the Palazzo Mezzanotte in Piazza Affari and will be open to the public, with prior registration, from October 2 to October 4, 2026. Registrations are open.

Opening hours of Milano Watch Week 2026:

Friday, October 2:	10:00 - 19:00
Saturday, October 3:	10:00 - 19:00
Sunday, October 4:	10:00 - 19:00

Invitation to the Press

Members of the press are invited to experience Milano Watch Week 2026 firsthand. Exclusive press previews and interviews with brand founders can be arranged upon request.

To request accreditation or schedule appointments, please contact:
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Press Office Milano Watch Week

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