Milano Watch Week 2026 closes its most ambitious edition yet

57 watch brands, over 14,000 registrations and a programme spanning watchmaking, design, tailoring and hospitality: three days of living watches the Italian way.



Milan, October 7, 2026

Milano Watch Week concluded its 2026 edition with **over 14,000 registrations** across three days, more than tripling the previous edition's total. From October 2 to 4, the event brought together **57 brands across Milano Watch Week and After Time**, welcoming collectors, enthusiasts and industry professionals from more than 50 countries.

KEY STATISTICS:

- **Over 14,000 registrations (+220% vs. the previous edition)**
- **More than 50 countries represented**
- **10 new watch releases**
- **4 private events**

The setting was Palazzo Mezzanotte, home to the Italian Stock Exchange, whose imposing architecture provided a striking backdrop in the centre of Milan. In Piazza Affari, Maurizio Cattelan's L.O.V.E. sculpture offered a fitting counterpoint: an irreverent

expression of artistic freedom that echoed the event's unconventional approach to watch culture.

Inside, visitors met the people behind the brands and discovered contemporary watchmaking through direct exchanges and hands-on experiences. Ten new watch releases highlighted the weekend, including the unveiling of Chopard's Mille Miglia Rosso Corsa in the presence of Mr. Scheufele and Mr. Zagato.

The participation of **Zagato and MV Agusta** extended the conversation to automotive design and motorcycling, highlighting shared values of precision and performance. These encounters between related worlds formed another expression of the event's Italian identity. The lounge carried that into the visitor experience, with **furnishings curated by Eurostyling** creating a welcoming setting for conversation and hospitality.

The programme began on October 1 at Terrazza Martini, host of the **Opening Party** for the third consecutive year. Inspired by La Dolce Vita, the evening combined views over Milan with cocktails and a photographic experience in collaboration with Borsalino, inviting guests to pose in the house's iconic hats.

On October 2, Luca Rubinacci hosted **Watch Pairing at the Rubinacci boutique**, exploring how avant-garde watches can find an unexpected counterpart in classic tailoring. Through imagined characters and carefully chosen fabrics, each timepiece became the starting point for a personal interpretation of Italian style.

On October 3, **Dubai Watch Week presented Off the Clock** at Vesta, in Milan's Brera district, marking the first chapter of its collaboration with Milano Watch Week. A format inspired by speed dating gave guests five minutes to exchange ideas before moving to their next conversation, encouraging connections across the international watch community. A DJ set blending Arabic influences with international sounds accompanied the evening.
Dubai Watch Week also announced its forthcoming chapters: the Horology Forum in Mumbai in February 2027, followed by Dubai Watch Week in November 2027.

The edition welcomed guests from beyond the watch industry, including Italian actor Luca Argentero and footballer Alexandre Pato, reflecting the wider cultural appeal of the weekend.

Milano Watch Week concluded on October 4 through **a closing cocktail with Gallet**, at Breitling Boutique Milano. Guests discovered the historic watchmaker, recently

relaunched under House of Brands, and its latest creations over an aperitivo: a fitting finale to a weekend shaped by watches, conversation and Italian hospitality.

Through its most ambitious edition yet, Milano Watch Week strengthened Milan's role as a meeting point for international watch culture, with a distinctive invitation to experience it the Italian way.

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