

WATCHES AND JEWELRY

The 1916 Company embarks on Icons of Time' tour

September 19, 2024



A new traveling exhibition, "Icons of Time," will visit four major cities across Asia, debuting in Beijing on Sept. 24. Image courtesy of The 1916 Company

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Global watch and jewelry retailer **The 1916 Company** is taking rare timepieces on the road.

Its new traveling exhibition, "Icons of Time," will visit four major cities across Asia, debuting in Beijing on Sept. 24. The 1916 Company's concept will make stops in Shanghai, Bangkok and Hong Kong later this fall.

On the move

The tour, which features a series of walk-in experiential activations, showcases creations from the likes of Swiss watchmakers De Bethune and F.P. Journe.

Other such collector's items will be swapped in and out over the course of the pop-up events. Several of the movements on display will also be available for sale, including those from limited-edition drops and one-off releases.



The tour features a series of walk-in experiential activations. Image courtesy of The 1916 Company

Containing units from throughout the maison's 25-year history, F.P. Journe's previous collaboration with The 1916 Company, titled "Generations: The Timeline of F.P. Journe," will pepper branded exhibition spaces in Beijing, Bangkok and Hong Kong.

Items from De Bethune's 2024 selection will be shown off in Shanghai, Bangkok and Hong Kong. The brand's new Heritage

Collection, comprised of 13 special-edition watches curated by maison founder and master watchmaker Denis Flageollet, will be on view in Shanghai and Hong Kong.

"Icons of Time" will run from Sept. 24 to 25 in Beijing, and from Sept. 30 to Oct. 1, 2024 in Shanghai.

Reaching Bangkok from Oct. 17-18, 2024, "Icons of Time" will end its regional tour in Hong Kong with a residency in the city's The 1916 Company Collector's Lounge from Oct. 22-25, 2024. Private viewings can be scheduled [online](#), but free walk-ins are also welcome.

Earlier this year, The 1916 Company expanded its global reach, opening a new sales space in Denver in partnership with Swiss watchmaker Tudor ([see story](#)).

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