

WATCHES FOR TOMORROW

BIENNE CHARITY WATCH AUCTION

**Saturday, November 28, 2026
15h00**

Nouveau Musée Bienne

“A TOUCH OF ORANGE” PIÈCES UNIQUES

At the intersection of Swiss watchmaking and Swiss international solidarity for children, the third edition of the Bienne Charity Watch Auction will showcase a highly anticipated auction of pièces uniques around a common theme.

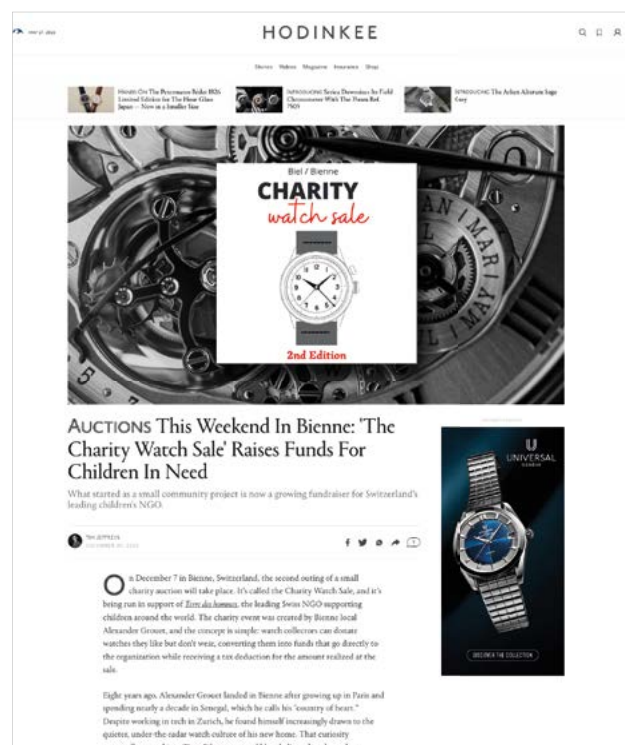
By creating a unique single watch with “a touch of orange”, the color of Terre des hommes, contributing maisons will capture the imagination of the watch community, and the hearts of many.

THE FAST GROWING CHARITY WATCH AUCTION

The Bienne Charity Watch event for Terre des hommes started as a humble project in 2024, when watch enthusiast, author of the Time Files blog and GPHG Academy member Alexander Grouet and a few fellow collectors decided to donate some of their less worn timepieces to benefit the NGO closest to their heart. The unexpected success — all 54 watches collected were sold — created the ambition to do better the following year.

In 2025, with contributions from both collectors and watch brands including TAG Heuer, Tissot, Formex, Peren, Horage, Christopher Ward, Certina and Zodiac, 53,000 CHF were raised, more than double the amount from 2024.

The event generated strong enthusiasm from the watch community beyond our regional and national borders, including a dedicated article on HODINKEE.



Taking the concept to a new level in 2026 with a high profile venue at the Nouveau Musée Bienne, a significantly expanded media plan and a broader team of volunteers, the objective is clear: raise at least six figures, and showcase the best of Swiss watchmaking through an auction of pièces uniques donated by watch brands around a common theme: “a touch of orange”, the color of Terre des hommes.

THE AUCTION

The auction will take place in the Salle Robert at the Nouveau Musée Bienne, a distinguished venue perfectly suited to an event of this nature.

It will be conducted by a renowned auctioneer from the international watch world and structured in two distinct parts. The second and final part of the auction will present the donated unique exceptional timepieces contributed by watch brands around the theme A Touch of Orange.

Ahead of the auction, interested and registered bidders will be invited to an exclusive preview of the selected watches at the Art du Temps boutique.

THE BENEFITING ORGANIZATION



Terre des hommes
Helping children worldwide.

Founded in 1960, **Terre des hommes** is the leading Swiss organization specialised in children's rights. With about 2000 employees worldwide, they focus on health, migration and access to justice. Each year, they support around 6 million children and members of their communities in around 30 countries in Africa, the Middle East, Asia and Eastern Europe.

82% of the donations received by **Terre des hommes** in 2025 was spent on their projects supporting children worldwide through health, migration and access to justice programmes. The other 18% covers the organisation's running costs such as administration, communications and fundraising. This proportion meets the standard set for efficient management of donations by the ZEWO seal of approval for charitable organisations in Switzerland.

CONTRIBUTION FROM WATCH BRANDS "A TOUCH OF ORANGE" PIÈCES UNIQUES

After the outstanding success of the single unique piece sold during last year's auction, the goal this year is to establish a collection of pièces uniques from different maisons.

ORANGE, THE MAIN COLOR OF TERRE DES HOMMES, SYMBOLIZES WARMTH, ENERGY, CREATIVITY, JOY, AND OPENNESS – A COLOR THAT CONVEYS ACTIVITY AND OPTIMISM.

THE CONCEPT IS SIMPLE

An orange stitch, a hand, a stamped logo, a strap... Our aim is to create a distinctive and highly visible moment, while offering each brand the opportunity to contribute and stand out with elegance, remaining true to its own codes and craftsmanship.

ABOUT THE LOCATION NOUVEAU MUSÉE BIENNE



**Brands to confirm
their participation by
September 1, 2026.**

Few cities are as closely connected to the history and present-day identity of Swiss watchmaking as Bienne. With its long horological tradition, Bienne stands for precision, craftsmanship, innovation and industrial culture. A charity auction dedicated to exceptional timepieces does not simply take place here, it finds an authentic home.

With its cultural setting and dedicated event space, the Nouveau Musée of Bienne offers an elegant and inspiring environment for a charity watch auction bringing together collectors, brands, partners and guests.

The watches are presented not only as valuable objects, but as carriers of history, emotion and artisanal excellence. Each timepiece is given space, light and significance. Its origin, uniqueness and story can be shared in an atmosphere that lends the event depth and cultural relevance.

WATCHES FOR TOMORROW

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TERRE DES HOMMES

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