

FHH Fondation Haute Horlogerie



Fondation Haute Horlogerie and GIA to advance the future of watchmaking education

Two internationally recognised educational institutions are collaborating around a shared ambition to broaden access to horological knowledge worldwide.



Aurélie Streit (FHH), Johanna Levy (GIA), Pascal Ravessoud (FHH)

Geneva, September 2026 — The Fondation Haute Horlogerie (FHH), dedicated to the transmission of watchmaking knowledge and culture, is entering into a strategic academic collaboration with the GIA (Gemological Institute of America) School of Gemology and Jewelry Arts. Delivered through the FHH Academy, the educational arm of the FHH responsible for training, assessment and certification of watchmaking knowledge worldwide, the collaboration brings together two internationally recognised institutions, combining their respective expertise in watchmaking and gem and jewellery education. In doing so, the FHH and GIA will draw on their respective knowledge and global networks to create new opportunities for learning, extending the reach and accessibility of watchmaking on a global scale.

In line with its mission to share and advance watchmaking knowledge, the FHH launched the FHH Academy in 2014, establishing it as one of the organisation's core pillars. The FHH Academy programmes and certifications span the fundamentals of watchmaking, culture and heritage to advanced technical courses, catering to both industry professionals and enthusiasts. With more than 50,000 people trained since its inauguration and over 18,000 certified across 20 countries, the Academy has developed an international platform for horological education and certification.



FHH, Pont de la Machine 1, Genève



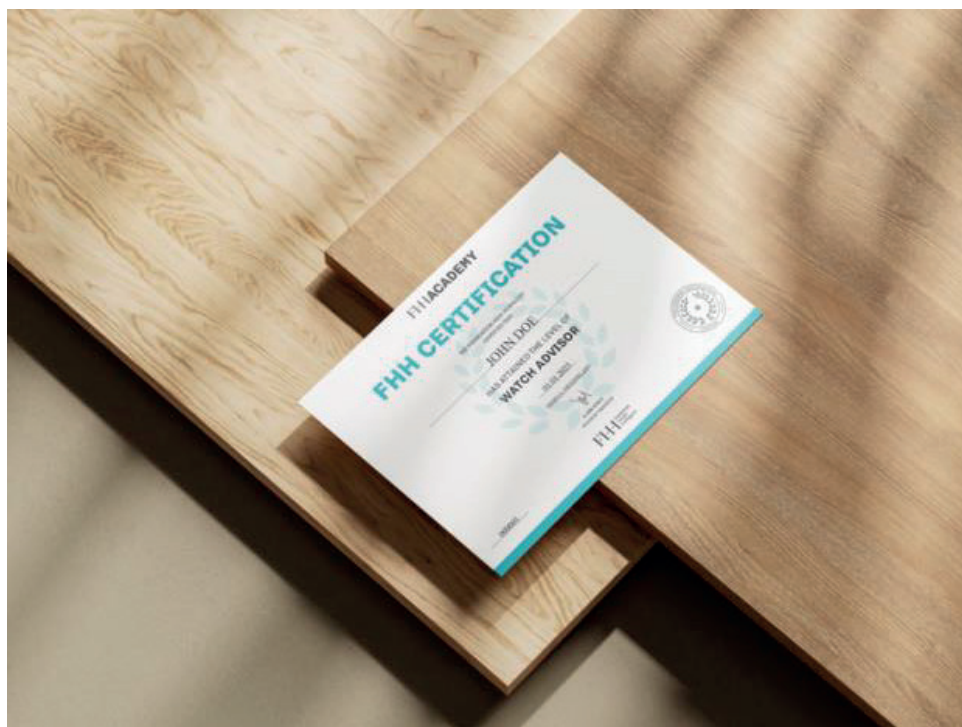
FHH Academy

GIA, globally acknowledged as the foremost authority in gemmology and a leader in the gem and jewellery sector, shares a similar longstanding commitment to education and the dissemination of specialist knowledge. Founded in 1931, the Institute has educated more than 200,000 professionals worldwide and teaches on seven campuses across the United States, Europe and Asia. Its international reach, extensive scientific research programme and longstanding educational expertise, supporting both industry specialists and aspiring professionals, make it a natural collaborator for the FHH, creating new pathways to spotlight watchmaking to audiences beyond the traditional watch industry.



GIA Carlsbad is located at 5345 Armada Drive Carlsbad, CA 92008

Through the new collaboration, GIA will offer FHH Academy programmes to its students across its global campus network and online, beginning in early 2027 with the Watch Advisor — the Academy’s first level of certification — alongside open sessions with a dedicated tutor.



The collaboration arrives at a time when the value of human expertise and credible educational resources is more fundamental than ever. While new technologies shape the way people learn, knowledge is more than information alone. It is cultivated through rapport, experience and exchange, under the guidance of individuals and institutions whose skill sets have been earned and ultimately trusted. Furthermore, the combination of the FHH Academy’s subject expertise with GIA’s nearly 100 years of educational experience and innovation online and on campuses across the US, Europe, Asia and India enables an expansion of in-person horological learning.

“Education has always been at the heart of the mission of the FHH,” says Aurélie Streit, Vice President of the FHH. “Our responsibility is not simply to transmit knowledge, but to create the conditions for people to understand watchmaking in all its depth and diversity. This collaboration with GIA represents an important opportunity to extend that mission, while continuing to raise the standards of education within our industry, too.”

Gemmology and watchmaking are rooted in centuries of intricate knowledge, where science, craftsmanship and cultural history converge. Sustaining that knowledge requires more than simply passing it from industry experts to those who will carry the craft forward. As such, the collaboration places human exchange at its centre, prioritising how knowledge is taught, experienced and understood through hands-on learning, direct exchange and lived experience. Education provides the conduit through which these disciplines can remain relevant, accessible and valued by future professionals and emerging talent.

“Adding the recognised excellence of FHH Academy’s education and expertise in the fascinating and important world of watches and timepieces to GIA’s extensive gemology and jewellery arts programmes broadens our long-standing effort to prepare the next generation of gem and jewellery professionals,” shares Johanna Levy, VP, Communications & Corporate Affairs at GIA. “This programme brings horology – closely tied to the global gem and jewellery industry – to our students.”



Johanna Levy (GIA), Aurélie Streit (FHH)

For the FHH, the collaboration also represents an opportunity to build upon its existing ecosystem and international reach. By working with an institution whose own educational portfolio extends across borders and generations, it will further explore how watchmaking knowledge can reach those who may not traditionally have encountered it.

Together, the FHH and the GIA School of Gemology and Jewelry Arts aim to make reliable watchmaking education more accessible, while maintaining the independence, rigour and humanity that give learning its value. Education creates confidence. In turn, confidence creates passion, and passion sustains the future of watchmaking.

The first initiative to mark the beginning of the collaboration will take place in October 2026. Details regarding the programme will be announced in due course.

Supporting Quotes

Johanna Levy, VP, Communications & Corporate Affairs, Gemological Institute of America

“Bringing FHH Academy’s horology education to GIA’s students further supports our efforts to prepare the next generation of gem and jewelry professionals for success. Horology is closely tied to the global gem and jewelry industry. This new program will enable GIA students to discover the fascinating world of watchmaking and give them an edge in their future career.”

“The core of GIA’s educational philosophy is to provide practical, skills-driven education delivered by trained, experienced experts. Each GIA program allows students to learn and perfect practical skills and live their passion or transform their ambition into a rewarding career.”

Aurélie Streit, Vice President of the FHH

“Having steadily gained international recognition within the watchmaking industry over the past decade, the FHH's certification programme is now poised to achieve even broader appeal. With GIA, also a non-profit organisation, we are dedicated to the advancement of knowledge, and firmly believe that expertise is paramount to the success and evolution of our industries.”

“This collaboration represents a critical step outside our traditional domain and is set to significantly enhance the recognition and global reach of our Certification programme, particularly across the US and internationally.”

About the Fondation Haute Horlogerie

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture and positions the watch as an object of art and culture. The FHH serves as a neutral reference in watchmaking, supported by three pillars. ‘Watches and Culture’ brings watchmaking culture to life through original content, events and international meetings for both the public and professionals. The ‘FHH Academy’ offers training and certification for current professionals and future enthusiasts, with courses available in over 20 countries, both in person and online. The ‘FHH Forum’ is an industry-driven platform for discussion and debate, connecting leaders to shape the future of watchmaking. Around 40 watch brands actively support the FHH's mission to preserve and promote watchmaking culture and heritage.

About the Gemological Institute of America

An independent non-profit organisation, GIA (Gemological Institute of America), established in 1931, is recognised as the world’s foremost authority in gemmology. GIA invented the famous 4Cs of Diamond Quality — Color, Clarity, Cut and Carat Weight — and, in 1953, created the International Diamond Grading System™, which is recognised around the world as the standard for diamond quality. Through research, education, gemmological laboratory services and instrument development, the Institute is dedicated to ensuring confidence in gems and jewellery. As an independent non-profit organisation, GIA upholds the highest standards of integrity, academics, science and professionalism while advancing knowledge and innovation in gemmology.

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