



## ***First FHH Roadshow in Paris : a resounding succès !***

### ***For immediate release***

***Paris, 29 April, 2024 – The Fondation Haute Horlogerie’s first ‘Roadshow’ event took place last weekend in Paris, in collaboration with the we are\_ club. Nearly 300 enthusiasts, journalists, influencers, and partner brand representatives were present to mark the launch of a pilot project of educational videos, designed to make the FHH Academy educational content accessible to the French public.***

The Fondation Haute Horlogerie (FHH) celebrated the first chapter of its 'Roadshow' event series on the occasion of its Academy's tenth anniversary, on the weekend of April 26 and 27, 2024, in the heart of Paris.

The prestigious we are\_ club, a key player in the Parisian cultural scene, opened its doors to an eclectic audience of nearly 300 people (watch enthusiasts and experts, journalists, and delegates from partner brands), for a celebration of knowledge and innovation.

The highlight of this event was the introduction of a new French pilot project of educational videos incorporating content from the "Watch Essentials" FHH Academy training program, well-known within the watchmaking industry. Now, this initiative will allow any watch enthusiast in France to acquire a certified FHH training at home, bringing the expertise and culture of watchmaking directly into the intimacy of their home.

Over two days, the foundation rolled out a range of activities, including intensive "Watch Essentials" training from the FHH Academy, one of the famous FHH Quiz Nights, as well as panels and conferences led by renowned experts. Artist Estelle Lagarde conducted an art workshop, adding a remarkable creative dimension to the event. Another notable element was the return of "Watch Icons," an augmented reality exhibition first revealed during Dubai Watch Week in 2023, showcasing iconic watches from all 44 partner brands of the Foundation for the first time, as well as corresponding historical and current pieces from the six French partner brands: Cartier, Chanel, Hermès, Louis Vuitton, Van Cleef & Arpels, and Trilobe.

FHH Vice-President, Aurélie Streit, emphasized the motivation behind these events: "On the occasion of the 10th anniversary of the FHH Academy, and on the eve of the 20th anniversary of the Foundation, our wish is to make the FHH known to as many people as possible, from novices to watchmaking professionals. Since the early days of the FHH Academy, we have diversified our educational offering, ensuring accessibility to quality knowledge. Today, this offering has allowed us to train more than 35,000 people, among whom more than 10,000 are also certified. In the spirit of inclusivity that characterizes the FHH, the series of educational videos we have just introduced to the French market will soon be available in eleven languages and integrated into similar international events."

Watch enthusiasts and industry players are invited to follow the FHH via its website and social platforms for updates and upcoming announcements, providing all the necessary information to join these unique events—perhaps soon in a city near you.



For those who wish to acquire, improve, and test their level of knowledge, the educational videos from the FHH Academy are [now available exclusively in France through an FHH approved service provider \(in French only\)](#), priced at EUR 1190 (may vary under certain special regimes). Further availability in more countries and languages by the end of 2024.

For upcoming updates and announcements about future FHH 'Roadshow' events, [stay connected with the FHH](#).

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#### About the FHH Academy

Created in 2014, the FHH Academy is the only institution in the world that evaluates, introduces, trains and certifies general watchmaking knowledge. Originally destined to professionals in the sector, it is now aimed at everyone, as it is also integrated within the programmes of some of the most prestigious universities. This belies a guiding principle of the FHH; that learning and teaching play a preponderant role in the way of understanding the worlds of today and tomorrow. To carry out this mission, the FHH Academy relies on its international network of 22 local trainers, present in 20 countries over four continents.

Online, in class or via its Watch Essentials application, the courses aim to meet all aspirations. Available in 11 languages in the form of classes, training courses, workshops or conferences; the content of the FHH Academy is intended to be neutral and comprehensive, covering all aspects of watchmaking, from initiation to professional level. The FHH Academy's content is constantly enriched in order to meet everyone's expectations, and now includes training on sustainable development and its concrete application within the industry.

An official organisation recognized internationally, the FHH Academy grants the FHH Certification to participants who successfully complete their training.

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#### About we are Club

we are\_ is a community that unites passionate, creative, and innovative personalities from the worlds of media, cinema, digital, performing arts, tech, fashion, luxury, design, and literature to enhance French creativity.

Founded in 2020, we are\_ is a unique initiative in France, bringing together nearly 1200 members including entrepreneurs, investors, decision-makers, artists, and creatives who believe in a 'French creative genius.' The club is also a space for meetings and sharing, equipped with a broadcast studio, event spaces, a restaurant, and a beautiful 1200 m<sup>2</sup> garden in the heart of Paris, with all the necessary resources to spark ideas and, more importantly, to realize them.

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