WATCHONISTA ENTERS ITS NEXT CHAPTER WITH A REDESIGNED PLATFORM, EXPANDED CREATIVE W STUDIOS AND VVAGENCY.

September 1, 2026

Watchonista, the independent Swiss watch media platform founded in 2009, announces the launch of Watchonista Group, bringing together its completely redesigned media platform, expanded creative studio and a newly created marketing agency, VVAgency, led by Victoria Bouniot. Together, the three businesses expand Watchonista's offering across media, content production, marketing strategy and business development for the watch and wider luxury industries.

"The Watchonista Group marks the evolution from a watch website into a broader creative and strategic partner. Built on more than 15 years of editorial expertise, audience growth and relationships with brands and customers, the Group reflects an evolved philosophy, placing content, engagement and strategic collaboration at the centre", - Andrew Luff and Ash Longet add.

Watchonista Media relaunches with expanded original editorials by seasoned watch journalists as well as articles written by passionate collectors themselves, stronger video production, and a growing social media presence, with its Instagram following and reach grown by +42% since 2025. At the centre of this expansion sits **The Lounge** by Watchonista, a dedicated lifestyle destination that extends the editorial gaze beyond the watch itself: the culture, the style, the automotive, the life that surrounds horology. The ambition is explicit: to bring more people into the world of watchmaking without diluting the expertise that defines the platform.

W Studios expands Watchonista creative team to meet growing demand for white-label photography, video and social-first content production from watch and jewellery brands and beyond. W Studios covers every format, from high-end campaign imagery to social-first content, bringing production expertise together with an insider's understanding of watches and luxury.

VVAgency is the Group's most significant new addition. Led by Victoria Bouniot, a sales and marketing executive with more than 15 years of international experience across fashion media, including ELLE and Marie Claire, and luxury brands, including Jacob & Co., the agency brings a 360° perspective on the established and emerging strategies, channels and partnerships that drive business growth.

"Commercial growth is the starting point. VVAgency works with luxury brands to turn partnerships and market opportunities into business opportunities. My professional experience has shown me that the strongest growth comes when brand positioning, the right audience and commercial strategy are aligned. With VVAgency, we bring that approach to brands looking to enter new markets, build strategic partnerships, strengthen their positioning and generate new business." says Victoria Bouniot

A strategic marketing, business development and growth partner for luxury brands, VVAgency is a natural extension of the relationships and

opportunities that have grown around Watchonista over the years. Its focus spans marketing strategy, business development, brand positioning, strategic partnerships, market access and commercial growth.

The Watchonista Group makes its debut in Geneva on September 1, 2026, on the eve of Geneva Watch Days with the collectors, brands and partners who have been part of this story from the beginning, and those who will shape what comes next.

About Watchonista Group

Founded in Switzerland in 2009, Watchonista began as a progressive digital platform by and for watch collectors and connoisseurs, at a time when much of the traditional watch industry had yet to embrace digital communications. Today, Watchonista Group brings together three complementary businesses serving the watch and wider luxury industries: Watchonista Media, W Studios and VVAgency.

Watchonista Media is an independent global editorial platform covering watches, collecting and the culture and lifestyle surrounding contemporary horology. Through Watchonista.com and its social channels, its Switzerland- and US-based team of writers, editors, photographers and content creators produces original editorial and video content combining the passion of collectors with a fact-led journalistic approach.

W Studios grew from Watchonista's expertise in digital content and today produces photography, video, social-first and white-label content for watch, jewellery and luxury brands.

VVAgency is the Group's strategic marketing and business development agency for luxury brands, working across strategy, positioning, partnerships, market access and commercial growth.

From its Swiss roots, Watchonista has grown into an international platform and community with a presence across the United States and other global markets.

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