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Introducing "C ' est l ' heure", Europa Star ' s new TV programme

By Mr. E

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It ' s time! Europa Star ' s dedicated TV programme about the watch industry premieres with an episode exploring the Espace Horloger in the Vallée de Joux.

Europa Star has always been at the forefront of the industry ' s biggest developments, having launched the first international magazine network to promote watchmaking worldwide in 1927.

This year Europa Star celebrates its 90th anniversary and continues to offer the same indispensable perspective and influential analyses of the watchmaking sector and its main contributors.

To help keep you up to date with the industry ' s latest developments, we have now launched a new a TV programme called C ' est l ' heure (It ' s time), a co - production with La Télé of Switzerland.



In the very first episode, Serge Maillard and Nasrat Latif explore the Espace Horloger in the Vallée de Joux of Switzerland. With the help of its director Vincent Jatton, we discover an exhibition dedicated to the watches worn by James Bond, share the interventions of watchmaking experts and also get the word from the street.

C ' est l ' heure can be seen online regularly Fridays at 19h30.