

# William Massena's Geneva Guide

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In the wake of SIHH, the city of Geneva quietly rests until next January when hordes of watch editors descend upon the second largest city in Switzerland once again. Until then, the city remains the perfect spot to indulge in a quick European getaway. Here are William Massena's must-see picks for the ultimate weekend trip to Geneva.

**William Massena, Watch Collector and Director of TimeZone.com**



“**Hotel Les Armures**, situated in the oldest part of the city close to the St. Pierre Cathedral, is a charming 17th-century hotel without the fussiness of the typical Geneva palace. It’s the perfect place for a watch weekend disguised as a romantic getaway. For traditional and authentic fondue or raclette, go to **Auberge de Saviese**. Order the fondue moitié-moitié which is made with a mix of two swiss cheeses—gruyère and vacherin. The best place to celebrate a new watch purchase is **Auberge d’Oenex**, considered by many to be one of the best Italian restaurants in Switzerland. But be aware: It’s more for the “Patek Philippe” budget. My friend Laurent Ponti comes from an old family of Geneva jewelers, but his real passion is watches. Check out the nice selection at his shop **Ponti**. Also go to **Iconeek**, where watch expert Fabien Chicha and his wife have opened a showroom on Plâce Longemalle. Despite its name, **Thebeautifulwatch.com** is a real brick-and-mortar that specializes in vintage timepieces situated in the center of town.”