

23 ARTISANS UNITE BEHIND INDIES.NYC'S NEW "1% FOR THE NEXT GENERATION" FEE FOR WATCHMAKING EDUCATION

The New York platform for independent artisan-watchmakers will direct 1% of their net proceeds to watchmaking schools, with each artisan-watchmaker choosing where the contribution goes.

NEW YORK, August 25, 2026

INDIES.NYC, the New York platform dedicated to independent artisan-watchmakers, is introducing "1% for the Next Generation," a new program created to connect the growth of independent watchmaking with the education of future watchmakers.

Starting with its October 15, 2026 salon, 1% of the net proceeds from every watch sold through INDIES.NYC will go to a watchmaking school chosen by the artisan-watchmaker behind the piece.

The school may be the one that trained them, one in their region, or simply an institution they believe in. There is no central fund or allocation committee: the artisan-watchmaker decides.

"The future of independent horology belongs to today's students," says Jon Cruys, founder of INDIES.NYC. "We believe the success of today's market should help shape the future of the craft by supporting those who will define its next chapter."

The initiative already includes watchmaking schools in France, Finland and Ireland, with the network already growing globally.

A MODEL BASED ON TRUST

The same philosophy applies to INDIES.NYC's own operating model. Its 5% sales commission is voluntary, not mandatory. When INDIES.NYC generates a sale, the artisan-watchmaker is trusted to contribute the fee rather than being contractually required to do so.

"We work with independents, so independence has to mean something," says Cruys. "If we create value for an artisan-watchmaker, we trust them to recognize it. We would rather build that relationship on reciprocity than obligation."

SCOUTING TALENT, NOT SELLING SQUARE METERS

INDIES.NYC does not operate like a traditional watch fair, selling exhibition space to brands. It scouts independent watchmaking talent, selects the artisans it believes deserve greater visibility, and represents them in New York. The approach is closer to curation than exhibition sales.

Admission is free, with registration now open to collectors and enthusiasts. Applications are also open for artisan-watchmakers: **www.indies.nyc**



THE LARGEST INDIES.NYC SALON YET

Founded in 2024 by Belgian collector Jon Cruys, INDIES.NYC began as an intimate, invitation-only salon at Hudson Yards. Its next edition will take place on October 15, 2026, in Manhattan, during New York Watch Week, expanding from 10 to 23 independent artisan-watchmakers. The full lineup will be revealed on September 15, exactly one month before the salon. Despite the larger edition, the format remains intentionally intimate: direct conversations between collectors and artisan-watchmakers, without traditional trade-show showcases or intermediaries.

Participating artisan-watchmakers (by alphabetical order): Alex Voss, Arturak Maev, Atelier 1776, Atelier Pieters, Bradley Taylor, Delaloye Geneve, Dunselman Watchmaking, Garrick, Holthinrichs Watches, Jean Khatchadourian, Kallinich Claeys, Legare Haute Horlogerie, Manteoi, Marco Tedeschi, Mermont, Reima Koivukoski, Sarpaneva Watches, Statera, Stéphane Pierre, TAOS, Tirello, VonKa & Berna and Zeitwinkel.

As always at INDIES.NYC, the salon will also welcome a strap and accessories brand: Rapport London.

ABOUT INDIES.NYC

INDIES.NYC is a New York-based platform dedicated to discovering and representing independent artisan-watchmakers. Founded in 2024 by Jon Cruys, Marie Ansel, Niu Niu Nie and James Kong, INDIES.NYC scouts watchmaking talent internationally and introduces a curated selection of artisans to collectors through its biannual New York salon.

Next salons:

October 15, 2026 — Manhattan

April 22, 2027 — Manhattan

Website: www.indies.nyc

Instagram: [@indies_nyc](https://www.instagram.com/indies_nyc)

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WHAT THEY SAY

"The future of watchmaking depends on passing knowledge and skills to the next generation. Support through initiatives like this is essential to the success of our Independent Watchmaker program. It helps remove barriers for aspiring watchmakers, provides access to high-quality training and tools, and ensures that we can continue developing the skilled professionals who will carry this craft forward for generations to come."

Hanna Harilainen

Principal, D.Sc. (Econ.) — Kelloseppäkoulu, Finnish School of Watchmaking

"When Jon asked whether I would support his initiative to provide financial support for watchmaking schools, it was impossible for me to say no. Beyond the financial contribution — which is, of course, invaluable — the support of people actively involved in independent watchmaking is an extraordinary mark of recognition for our schools and their teaching teams. It is also a powerful way to inspire future watchmakers and strengthen our students' commitment to the craft. Thank you, Jon, for this wonderful initiative."

Michel Boulanger

Watchmaker and Professor — Diderot, l'École d'Horlogerie de Paris

"INDIES.NYC is an innovative group supporting not only independent watchmakers, but also the craft of watchmaking. In addition to creating a community of collectors who support and promote watchmakers, their Charity Donation Program directly supports watchmaker training schools. We, in Ireland, are in the process of reviving watchmaker training here. The Irish Centre of Watchmaking Excellence will be a hub of watchmaker training and development. INDIES.NYC reached out to us to offer support, for which we are truly grateful."

John McGonigle

The Irish Center of Watchmaking Excellence — Athlone, Ireland

"Independent watchmaking is about more than creating exceptional timepieces. It is also about preserving the craft for future generations. I truly appreciate that INDIES.NYC is investing in the education of tomorrow's watchmakers, and I am proud to support an initiative that gives something back to our industry."

Johannes Kallinich

Independent watchmaker, member of the AHCI — Glashütte, Germany

"Investing in watchmaking schools means guaranteeing that artisanal excellence continues to inspire future generations. This gesture is symbolic but very concrete, and it reminds us that behind every exceptional watch, there are skills learned on the benches of our schools."

Martin Tirello

Watchmaker