

# ZALES HOLIDAY CATALOG – DECEMBER 2012

## 88 RUE DU RHONE



**88**  
RUE DU RHONE  
DOUBLE & ORIGIN  
COLLECTION

**U**ltra excellence, exquisite designs, but also affordable. 88 RUE DU RHONE is indeed the first Swiss-made luxury watch brand that remains accessible in terms of price. 88 RUE DU RHONE is a new kind of luxury for a new generation and a new era.

**WHERE TIME BEGINS**

### THE BERNHEIM BROTHERS

A generation of the Swiss watchmaking world, the Bernheim brothers were raised in the Swiss watch-making tradition and developed a solid expertise while working for the luxury brands. Together, Eric and Pierre Bernheim decided to make exceptional quality time pieces with refined, modern designs at affordable prices so more people can enjoy this unique luxury. They combined their talents and know-how and launched the 88 RUE DU RHONE brand.




- 1. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100
- 2. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100
- 3. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100
- 4. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100
- 5. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100
- 6. 42mm quartz stainless steel, automatic date window, diamond hour markers, black dial, leather strap, reference 307443 N, \$1,100

\*Purchase price includes tax and may not apply to states as indicated. Reference model is for illustrative purposes only. 88 RUE DU RHONE is a trademark of 88 RUE DU RHONE S.A.

To view this collection, get more information, and shop online, visit [www.88rue.com](http://www.88rue.com)

