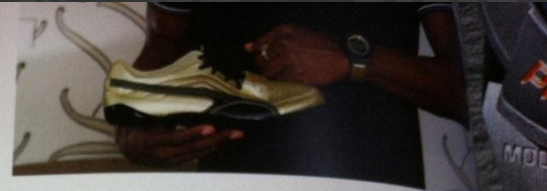


shoes he wore when he broke the world record in 2009. Bolt, who turns 25 this year, recently opened his season in style by completing his first individual 100 meters in just 9.82 seconds at the National Stadium in Kingston, Jamaica, as he prepares to defend three titles in London this summer: the 100, 200 and 4x100 meters. The 48 mm-diameter watch, in micro-blasted ceramic, is predominantly black, with gold—Bolt's own color. The flange features a gold powder coating and the strap is made from exactly the same gold-colored synthetic leather as his shoes.



BERNHEIMS TO DEBUT 88 RUE DE RHONE, NEW SWISS BRAND

ENTREPRENEURS ELIE AND Pierre Bernheim, grandson of watchmaker Raymond Weil, recently launched a new Swiss watch brand, 88 Rue du Rhone. Deeply rooted in the luxury watchmaking industry, the Bernheims have been in charge of global marketing and worldwide sales for their grandfather's successful independent company, Raymond Weil, for many years. Seeing a gap in the watch marketplace for youthful, stylish and value-minded timepieces, Elie and Pierre were inspired to create a brand on the ground up with those ideals in mind.

The latest collection comprises gents and ladies' pieces ranging in size from 20mm to 42mm with both quartz and automatic movements. The brand's name comes from the famous and prestigious street in the city of Geneva, which mirrors the name of the city's river. The signature logo engrained in the design of the collection bears the number 88, encompassing the idea of good fortune and representing infinity.

The first collection will range in price from \$395 to \$995 and will be in more than 200 doors beginning in Fall 2012.