



88 RUE DU RHONE INTRODUCES NEW WATCH COLLECTION AT ROSS-SIMONS

World's first accessible luxury Swiss-made watch collection continues U.S. retail expansion

88 RUE DU RHONE, the world's first accessible Swiss-made luxury watch brand announced today that they have added another partner to their continuously expanding retail network in the United States. Ross-Simons will now carry 88 RUE DU RHONE in their Warwick, Rhode Island location as well as on their website. In recent weeks, founders and brothers Elie and Pierre Bernheim have announced the brand's availability in several renowned jewelry and department stores across the U.S., a very crucial market within their plan to establish a strong global footprint and set a new tone within the watch industry.

*"Having a presence in Ross-Simons especially when they are celebrating their 60th year of providing their customers with accessible luxury products is very exciting for our brand," said **Elie Bernheim, Co-Founder**. "We look forward to sharing the unique story of 88 RUE DU RHONE as well as our classic and modern watch designs with the Ross-Simons clientele."*

88 RUE DU RHONE is named after one of Geneva's most prestigious shopping streets, as well as the Rhône River that flows through the heart of the city. The number is the only missing address on the Rue Du Rhône where instead a stunning view of the Rhône River leaving Lake Geneva can be seen. In homage to its namesake, the 88 RUE DU RHONE logo is engraved on every timepiece. The brand's inaugural *Double 8 Origin* collection is comprised of over 50 watch styles for men and women across 29mm to 42mm sizes and feature both quartz and automatic movements.

*"As a new entrant to the Swiss-made luxury watch market, it is very exciting to witness the continued expansion of 88 RUE DU RHONE across the U.S. in brick and mortar locations and the e-commerce channels of our retail partners," said **Pierre Bernheim, Co-Founder**. "We are truly looking forward to a very successful relationship with Ross-Simons for many years to come."*

The grandsons of famous watchmaker, Raymond Weil, the Bernheim Brothers grew up in the family business. Influenced by the time-honored tradition of Swiss watchmaking and excellence, it comes as no surprise that they would aspire to develop and distribute their very own brand. For over two years, the Bernheim Brothers focused their energy and expertise into cultivating every single detail of each timepiece all the while weaving a very unique story that very much influenced the birth of the brand. A true labor of love for Elie and Pierre, 88 RUE DU RHONE features classic styles with a modern twist for a new generation and era of watch enthusiasts around the world.

For further information contact Kelly Hodrick at 212-RDR-8882 or K.Hodrick@88rdr.us.

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