



## **88 RUE DU RHONE SWISS-MADE LUXURY WATCHES NOW SOLD AT TOURNEAU**

*World's first accessible luxury watch brand continues expansion in the U.S.*

88 RUE DU RHONE proudly announced today that the brand's very first timepiece collection is now sold at famous watch retail destination, Tourneau. A new addition to the Swiss-made luxury watch industry, 88 RUE DU RHONE continues its growth and distribution in the U.S. on the heels of a successful launch this past summer in the U.K. Brothers and brand founders, Elie and Pierre Bernheim have worked tirelessly to develop a classic, yet modern collection of Swiss timepieces that will appeal to a new generation of watch enthusiasts across the globe.

*"For over 200 years, Tourneau has been recognized as a respected authority on Swiss-made luxury watches,"* said **Pierre Bernheim, Co-Founder**. *"Having a presence in their stores is truly an honor and great opportunity as we embark on developing a new era in the watch industry with 88 RUE DU RHONE."*

Tourneau joins recently announced 88 RUE DU RHONE retail partners Macy's and Lord & Taylor in select locations across the U.S. The brand will have a presence at the Tourneau Time Dome in Las Vegas, Tourneau Time Machine in New York, as well as retail locations in Florida, Massachusetts, and Tourneau.com.

*"With 88 RUE DU RHONE we are setting a new tone with our approach and presence in the watch market,"* said **Elie Bernheim, Co-Founder**. *"Priced between \$375 and \$995, our collection is a perfect fit for consumers who desire accessible luxury and will be a very attractive offering to Tourneau customers."*

The launch of 88 RUE DU RHONE is a tremendous accomplishment for the Bernheim Brothers whose historic family roots have led them to realize a strong passion and desire to leave their very own mark within the watch industry. The grandsons of famous Swiss watchmaker, Raymond Weil, they know what it takes to develop a strong brand.

The inspiration that led to the development of 88 RUE DU RHONE is a testament to the Bernheim Brothers' great appreciation and respect for the time-honored tradition of Swiss watchmaking. 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 in the collection.

*"Recognizing our dream with the development and introduction of 88 RUE DU RHONE to consumers around the world, followed by a partnership with Tourneau is an amazing accomplishment for us,"* continued, **Elie Bernheim**. *"Tourneau is an excellent complement to our expanding international retail network and we look forward to a long and successful relationship with their team."*

(continued)



*Double 8 Origin*, the inaugural collection for 88 RUE DU RHONE is comprised of over 50 watch styles for men and women across 29mm to 42mm sizes and feature both quartz and automatic movements. Tourneau will feature a variety of styles from the *Double 8 Origin* collection at select retail locations and on their e-commerce site.

**For further information contact Kelly Hodrick at 212-RDR-8882 or [K.Hodrick@88rdr.us](mailto:K.Hodrick@88rdr.us).**

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