

INTERNATIONAL WATCH MAGAZINE – JULY 2012

88 RUE DU RHONE

GENEVA-BASED AND FAMILY-OWNED

Raymond Weil recognized this several decades ago, and has for years paid homage to both arts in every timepiece.

"Luxury watchmaking and music have a lot in common," agrees Olivier Bernheim, president and CEO of Raymond Weil. He explains they share "the precision needed to achieve the highest performance standards and all of the emotions that are evoked by works of art."

Music has always been a source of inspiration for Raymond Weil, and the company supports various music-centered events throughout the year. Since the brand's inception, the collections have been named after some of the most famous operas and well-known musical terms.

Bernheim, son-in-law of founder Raymond Weil, joined the company in 1982. And now his sons, Elie and Pierre—grandsons of the founder—have joined as directors. Thus three generations of family stewardship have taken the company to its present heights, achieving the goals first imagined by Raymond Weil when he launched the company in 1976.

Olivier's strategy of brand expansion, a constant renewal of the product range—including the introduction of increasingly sophisticated mechanical timepieces—and the development of entry-level collections, as well as a broad communications strategy, have all contributed to the company's success.



QUANTIFIÈRE À ARGILLE



NEW BRAND: 88 RUE DU RHONE

Elie and Pierre Bernheim, entrepreneurs and grandsons of watchmaker Raymond Weil, have just launched a new Swiss watch brand, 88 Rue du Rhone. While the Bernheim family has for many years been in charge of global marketing and worldwide sales for their grandfather's successful independent company Raymond Weil, the pair saw a niche in the watch marketplace for youthful, stylish and value-minded timepieces. They were inspired to create a brand from the ground up with those ideals in mind.

The launch collection is comprised of both female and gents pieces ranging in size from 29mm 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 ideology of good fortune and representing infinity.

"The creation of 88 Rue Du Rhone has been a labor of love and my brother and I are thrilled to bring our knowledge and background of the watchmaking industry to a brand that we are so passionate about," says Elie Bernheim.

"Style and wearability has been our mantra throughout this brand inception and we are excited to introduce this to the consumer," says Pierre. The first collection will range in price from \$395 to \$995 and will be in more than 200 doors beginning this Fall.