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88 RUE DU RHONE



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Rue the Day Luxury Swiss-ness, Right on Your Wrist



Your wrist.

Chiseled. Handsome. Just the right amount of hair.

Making it any more wondrous would take some work.

Or just a killer new watch. From Geneva.

Boom: **88 RUE DU RHONE**, a new line of Swiss sexiness and proof that Lake Geneva is made of magical perfect-watch-making water molecules, [available now](#).

VITALS

88 RUE DU RHONE
[official website](#)

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Named after the only missing address on the Rodeo Drive of Geneva (where heavenly views of the Rhine River replace a storefront), what you have here is the product of two years of research into every aspect of time-honored Swiss watch-based excellence (next up: building a better Federer).

And after what we assume were late nights of chocolate-fondue brainstorm sessions, these new ticktockers are just hitting the US market. So if you're currently down one black-and-red 39 mm watch with an alligator padded strap for your timekeeper altar, [they have you covered](#) (be sure to thank them).

Or if you're looking to give your ex-M16 uncle a token of appreciation for getting you out of that pickle in Edinburgh last summer, the 42 mm stainless-steel automatic should do well. Not only will it look at home with his general badassness, it's water-resistant to 164 feet.

Luckily, his swimming pool maxes out at 164 feet.

Now 88 RUE DU RHONE, \$375 to \$995, available [NOW](#)

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