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88 RUE DU RHONE



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Brand Profiles

88 Rue du Rhone - affordable and 'very lucky'



This 35 mm x 46 mm x 12 mm watch from 88 Rue du Rhone contains a quartz movement and an "88" guilloché pattern on the dial with 11 diamonds. It retails for \$245.

By Michelle Gruff
JUL 23, 2012

The third generation of Geneva luxury watchmaker Raymond Weil is launching a new brand worldwide, one that will debut in more than 200 doors in the United States by the holiday season.

Called 88 Rue du Rhone, a nod to both the auspicious nature of the number "8" in Chinese culture and the most well-known street in Geneva, the brand was created by the grandsons of Raymond Weil himself, Gile and Pierre Bernheim.

The brothers saw a need in the international watch market for an independent, Swiss-made brand that retails for \$275 to \$1,000. Rue du Rhone includes 28 mm to 42 mm men's and ladies watches with both automatic and quartz movements.

Recently, Gile Bernheim sat down with National Jeweler to discuss this new venture.

National Jeweler: At what point did you develop the idea of launching a new brand with your brother?

Gile Bernheim: I would say three years ago. We were, at the time, traveling a lot. I was thinking, could you create something affordable, because the market is changing, the market is evolving, and we need something at this price point? Could you do this with Raymond Weil, and we said, "No, we can't," because when you have a brand in the market you cannot go anywhere. You have to be consistent with your strategy. You have a certain price point. We said, "OK, we need to develop something by ourselves."

NJ: Did you always want to manufacture and design watches? Was that something you were exposed to at an early age, or did you try another profession first?

Gile: I am just fascinated by the design, generally speaking. I am in charge of the design for Raymond Weil. So it's just my No. 1 passion in life. When we developed Rue du Rhone it was important for us to give a strong identity to our product from day one. We designed a very classical look, but at the same time it's contemporary and modern. The reason it looks very special is we add some very important characteristics to the product based on the number 8. We are playing with the number 8 everywhere,

from the small seconds to the middle of the dial.

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