



88 RUE DU RHONE INTRODUCES NEW WATCH COLLECTION AT LORD & TAYLOR

World's first accessible luxury Swiss-made watches available at select locations in the U.S.

88 RUE DU RHONE proudly announced today that their very first collection, *Double 8 Origin*, is now sold at select Lord & Taylor retail locations in New Jersey, New York, and Michigan as well as the store's e-commerce site. Having first introduced their timepieces at retail in the U.K. market earlier this year, founders Elie and Pierre Bernheim have set their sights on establishing a strong presence for the brand in the United States.

*"Our watches represent what we consider symbolic luxury which is a great synergy with Lord & Taylor given their reputation for offering high quality brands to their customers," said **Pierre Bernheim, Co-Founder**. "Lord & Taylor has remained a dominant force in American retail and we are very pleased to have a presence in their stores."*

Growing up in the family business (they are the grandsons of famous Swiss watchmaker, Raymond Weil); the Bernheim Brothers developed an appreciation and respect for the time-honored tradition of Swiss watchmaking. They have poured their passion and expertise into the development of 88 RUE DU RHONE, successfully executing on the opportunity to offer consumers around the world Swiss-made luxury timepieces at accessible price points. For over two years, they tirelessly cultivated every single detail of each timepiece and through their vision, 88 RUE DU RHONE was born. A true labor of love for Elie and Pierre, their first-ever watch collection features classic styles with a modern twist for a new generation and era.

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.

*"I firmly believe that 88 RUE DU RHONE has arrived at the right time in the U.S. given the accessible price range of the collection along with our unique brand story, said **Elie Bernheim, Co-Founder**. "We are very pleased to add Lord & Taylor to our growing retail network and look forward to a long and successful partnership."*

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. Lord & Taylor 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.

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