

### INDUSTRY WATCH

WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES



Ete and Pierre Bernheim and their Double 0 Origin chronograph

#### FAMILY BUSINESS

Brothers Ete and Pierre Bernheim, grandsons of well-known Swiss watchmaker Raymond Weil, have launched their own independent watch brand, called 88 Rue du Rhone, focused on exceptional quality and affordable luxury. The duo grew up immersed in the Swiss watch-making tradition. Now they have combined their talents and expertise to create their first collection of watches, the Double 0 Origin, comprising quartz, automatic and chronograph models ranging from 39 to 42 mm in diameter and offering a variety of finishes and dials. Retail prices range from \$995 to \$2,995. Following the launch of the brand this spring, the watch collection debuted in Selfridges' Wonder Room in the UK in mid-July. In the US, 88 Rue du Rhone watches are available through select department stores and independent retailers. [88rue.com](http://88rue.com)

#### MARKET EXPANSION

Roland Ackermann has been named executive vice president of sales for independent Swiss watch brand Carl F. Bucherer of Lucerne. Ackermann will work to develop new markets and have responsibility for worldwide sales and distribution, although the brand's existing subsidiaries in Hong Kong, China and the US will continue to be headed by Bucherer Montres SA CEO Sascha Moeri. For the past six years, Ackermann has been regional manager of Oris SA, responsible for market development in Germany, Austria and other European Union countries, Russia, China, Taiwan and Hong Kong. He also acted as executive director of Oris branches in Germany and China. "By employing Roland Ackermann, we have obtained a specialist

with many years of experience in sales, especially in the watch industry," says Moeri. "He will bring us closer to realizing our goal, which is to position the Carl F. Bucherer brand in major and new markets as a recognized, exclusive watch manufacturer." [800.396.4366](http://800.396.4366), [carlfbucherer.com](http://carlfbucherer.com)

#### CLOSE ENCOUNTERS

Following its successful initial invasion of the watch market last year, Romain Jerome's Space Invaders watches—newly dressed in five colored dials—have returned. Their newest mission: to take over Paris design store Colette with an eight-piece limited edition blue dial version. Romain Jerome designed the Space Invaders

watch, in cooperation with TAITO Corporation of Japan, for the generation of arcade games that made the pixelated figures of the Space Invaders video game into cultural icons, beginning in 1978. The watch's dial is layered and textured before the miniature figures are applied by hand. Each one measures approximately 35 mm and is meticulously machined and hand lacquered. The 46-mm case is made of steel enlaced with fragments from Apollo 11, and its four ball-and-socket joints recall the legs of a lunar landing module. Besides Colette blue, Space Invaders watches are offered in red, green, purple and yellow versions (eight pieces in each color) through Romain Jerome points of sale worldwide. [823.206.5367](http://823.206.5367), [romainjerome.com](http://romainjerome.com)



ATTACKED: Romain Jerome Space Invaders limited editions