

CHRONOS MAGAZINE – FALL/WINTER 2012

88 RUE DU RHONE

A LEGACY IN GENEVA: RAYMOND WEIL HEIRS CREATE NEW ALL-SWISS WATCH BRAND

by Jeff Prine



Brothers Elie and Pierre Bernheim

Actually they had been hearing it from their retail clients for years: why don't you offer an opening pricepoint, Swiss-made collection to complement Raymond Weil? Brothers Elie and Pierre Bernheim, grandsons of Raymond Weil, were asked that so often, in fact, they did just that—creating a Swiss-made watch collection that retails between \$395 to \$995 called 88 Rue Du Rhone.

Named after Geneva's most famous and prestigious shopping street, the watches bear the imprimatur of No. 88 Rue du Rhone which is actually a missing number on this shopping street. But "88" holds some mystique of its own, representing good fortune and 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. Steeped in watchmaking by their family ties, the brothers created 88 Rue Du Rhone as a separate entity to Raymond Weil.

"Style and wearability has been our mantra throughout this brand inception and we are excited to introduce this to the consumer," says Pierre Bernheim, co-founder.

Seeing a niche in the watch marketplace for youthful, stylish and value-minded timepieces, Elie and Pierre were inspired to create a brand from the ground up with those ideals in mind. The launch collection is

comprised of men's and women's styles, both quartz and automatic movements in sizes 29 millimeter to 42 millimeter.

Origin is the first model of the Double 8 Collection, launched by 88 Rue du Rhône. Urbane, and elegant, Double 8 Origin makes a first impression with its contemporary, yet sober design. A richness, but perhaps also good fortune, lie behind the individual characteristics: a red hand that stands out from its black and steel dial, and especially the graphic interplay around the 8, a lucky charm, and the brand's formal signature, 88 Rue du Rhone, on the crown and case side.

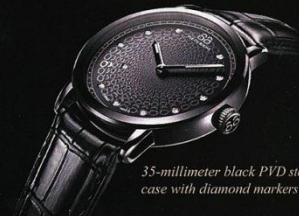
This new Swiss watch brand's name echoes the famous and prestigious street of the same name on the banks of the river in Geneva. As for the number 88, this is nowhere to be found in reality, not on any door or luxury window. Actually, it's the only missing number in the Rue du Rhône—just where number 88 should be, there is something much more precious: the view of the Rhône leaving Lake Geneva. It is precisely here on these banks that Swiss watchmaking was born five centuries ago. The watches of the Geneva brand 88 Rue du Rhône identify with this tradition of age-old watchmaking excellence. However, conceived by successful young entrepreneurs in tune with the times, they have updated the reference codes.

For more information, see www.88rdr.com.

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42-millimeter Black
PVD steel chronograph



35-millimeter black PVD steel
case with diamond markers