

INTERNATIONAL WATCH MAGAZINE – AUGUST 2012

88 RUE DU RHONE

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BOND GIRL BÉRÉNICE MARLOHE IS OMEGA'S NEWEST BRAND AMBASSADOR

OMEGA'S NEWEST BRAND ambassador, actress Bérénice Marlohe, recently participated in the opening of the brand's new boutique in Venice. The Eurasian beauty portrays Séverine in "Skyfall," the James Bond film to be released in November. It will mark the English-language acting debut for Marlohe, whose previous film roles have been in her native French.

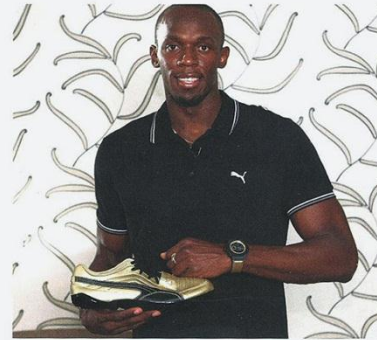
HUBLOT ANNOUNCES THE USAIN BOLT WATCH

USAIN "LIGHTNING" BOLT, the world's fastest man, now has a Swiss watch named in honor of him and featuring his image. Hublot, for whom he is an ambassador, has developed this special model in close consultation with the champion, to mark this monumental year in sport.

The aptly named King Power Usain Bolt features an interesting hallmark: the strap is made from exactly the same leather as the shoes he wore when he broke the world records in Beijing in 2008.

Bolt, who turns 25 this year, recently opened his season in style by completing his first individual 100 meters in just 9.82 seconds at the National Stadium in Kingston, Jamaica, as he prepares to defend three titles in London this summer: the 100, 200 and 4X100 meters.

The 48 mm-diameter watch, in micro-blasted ceramic, is predominantly black, with gold—Bolt's own color. The flange features a gold powder coating and the strap is made from exactly the same gold-colored synthetic leather as his shoes.



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BERNHEIMS TO DEBUT 88 RUE DE RHONE, NEW SWISS BRAND

ENTREPRENEURS ELIE AND Pierre Bernheim, grandsons of watchmaker Raymond Weil, recently launched a new Swiss watch brand, 88 Rue du Rhone. Deeply rooted in the luxury watchmaking industry, the Bernheims have been in charge of global marketing and worldwide sales for their grandfather's successful independent company, Raymond Weil, for many years. 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 comprises gents and ladies' pieces ranging in size from 29mm to 42mm with both quartz and automatic movements. The brand's name comes from the famous and prestigious street in the city of Geneva, which mirrors the name of the city's river. The signature logo engraved in the design of the collection bears the number 88, encompassing the ideology of good fortune and representing infinity.

The first collection will range in price from \$395 to \$995 and will be in more than 200 doors beginning in Fall 2012.

PHOTO: JACQUES TOFFI