



88 RUE DU RHONE NOW AVAILABLE AT SELECT MACY'S STORES IN THE U.S.

Global luxury Swiss-made watch brand, 88 RUE DU RHONE proudly announced today that their very first collection, *Double 8 Origin*, is now available at select Macy's locations including California, Illinois, New Jersey, New York, Pennsylvania, Texas, and Virginia as well as on Macys.com. Since initially launching their timepieces at retail in the U.K. this past summer, founders Elie and Pierre Bernheim are now focused on establishing the brand in the U.S. market.

Having grown up in the family business (they are the grandsons of famous Swiss watchmaker, Raymond Weil), the Bernheim Brothers recognized and successfully executed on the opportunity to offer consumers Swiss luxury timepieces at accessible price points. 88 RUE DU RHONE was born out of the Bernheim Brothers' tireless efforts and vision to create a brand new watch collection featuring classic styles with a modern twist made in the time-honored Swiss tradition. For over two years, they tirelessly cultivated every single design detail of each timepiece and are now excited to see their vision come to life and featured in Macy's.

"We are very excited about our partnership with Macy's given their iconic status in the U.S. retail market," said **Pierre Bernheim, Co-Founder**. *"The range of 88 RUE DU RHONE timepieces available to Macy's customers given our price points makes our offering very appealing whether shopping for a personal watch purchase or seeking a gift for a loved one."*

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 88 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.

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. Macy's will feature a variety of styles at select retail locations and online at Macys.com.

"The U.S. market is absolutely critical to the growth and expansion of 88 RUE DU RHONE," said **Elie Bernheim, Co-Founder**. *"Macy's is a great addition to our expanding distribution network and we look forward to a very successful partnership for years to come."*

For further information contact Kelly Hodrick at 212-RDR-8882 or K.Hodrick@88rdr.us.

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