

# 88 RUE DU RHONE

## — the New Kid on the Block

With a history steeped in Swiss watchmaking tradition, Switzerland doesn't necessarily produce new watch brands on a regular basis. Recently, however, an affordable Swiss-made collection made its way onto the timepiece scene. Created by the Raymond Weil family (the grandsons of Raymond Weil himself), the new independent watch brand is aptly named 88 RUE DU RHONE. The name is derived from the most famous street in Geneva, which runs along the river that is its namesake. The numeral 88 is inspired by the concept of the infinity of 8, representing good fortune and life.

Gearing the new brand to appeal to a younger audience, Pierre and Elie Bernheim are offering stylish, value-oriented watches for men and women. Timepieces range in size from 29mm to 42mm and are offered with quartz and automatic movements. The bulk of the business lies in the \$375 to \$995 retail price range, with some models climbing to over \$2000 for diamond-accented pieces.

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

The Double 8 Origin collection features the popular men's Origin Black Chrono. This 42mm chronograph timepiece offers an urban chic appeal with a steel PVD-coated matt black case. Urban accents come in the form of contrasting red



Above: The Double 8 Origen 35 mm Quartz

Right: The Double 8 Origen 42 mm Chrono





The Double 8 Origen 42 mm Chrono

stitching on the black leather strap, tachymeter flanges within the case to measure speed, and a bright red seconds hand with an “8” counterweight.

For women, the Double 8 Origen Lucky Lady Diamond 35 mm watch has an extra-resistant, shiny black PVD steel case and shiny, padded black leather strap with ardillon buckle. Ten Wesselton diamonds mark the hours on the Lucky Lady Diamond and an additional diamond rests playfully on top of the only numeral index, positioned at 8 o’clock, as a signature and a reminder of the luck that this number brings. Refined, but with a daring hint of passion, this incredibly affordable time-piece is designed to appeal to the modern woman.

Adding a flavorful marketing angle to the brand, 88 RUE DU RHONE has recently teamed up with 25-year-old whiz kid chef Jason Lloyd – the new brand ambassador. Lloyd will work closely with the brand to host “money can’t buy” evenings, where fans of the brand will receive master class sessions with the food industry’s latest rising star.

“The creation of 88 RUE DU RHONE has been a labor of love,” says Elie Bernheim, co-founder. “My brother and I are thrilled to bring our knowledge of the watchmaking industry to a brand we are so passionate about.”



The Double 8 Origen 42 mm Automatic