LE RHÖNE
GENEVE

LE RHÖNE, THE FIRST SWISS WATCHMAKER TO USE BLOCKCHAIN TECHNOLOGY IN ITS TRACEABILITY PROCESS, IN PARTNERSHIP WITH PRODUCT DNA

The Maison was already a pioneer in terms of traceability: since its creation, Le Rhöne has been committed to a rigorous process of offering only timepieces 100% manufactured in Switzerland. The Geneva-based watchmaker has now joined the Respect-Code.org digital platform in order to share this information and offer its customers the complete traceability of all its collections.

respect-code.org

2020, AN AMBITIOUS YEAR

A crucial step was taken in 2019 with the launch of the new sleek and modern graphic charter. #humantempö perfectly encapsulates the DNA of the Maison, which places human relationships at the very heart of the brand and draws on the savoir-faire of talented craftsmen specially chosen for an exclusive production.
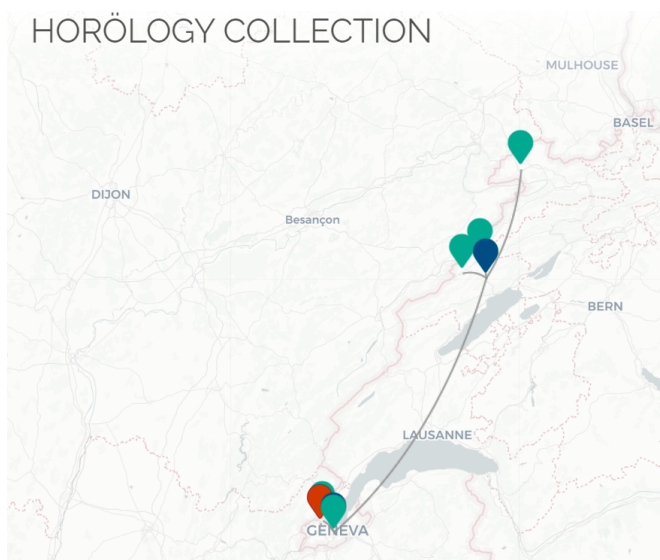
Today in 2020, Le Rhöne continues to evolve, pushing its commitment to transparency with its suppliers and customers even further.

Transparency
Authenticity

A PARTNER FOR LE RHÖNE AT THE FOREFRONT OF INNOVATION

Since 2019, Le Rhöne has been working in partnership with Product DNA, a company which specializes in product traceability and whose founder Robin Cornelius is a pioneering figure in the world of sustainable textiles. He continues to "spin traceability" through Product DNA, which is committed to responsible consumerism. Le Rhöne is now part of the multi-brand platform Respect-Code.org, a Product DNA service that has been creating transparent value chains since 2005.

HORÖLOGY COLLECTION

COMPLETE TRANSPARENCY

Customers can now log on to the Respect-Code.org/Le Rhöne platform via the new website www.lerhone.com - online since July 15, 2020 - and discover all the details of their watch according to the model. Each part of the timepiece is referenced and traced, providing the client with complete transparency and the ability to see the names of the suppliers, their specificities, their contact details and location in Switzerland.

By Marie Dubois, Marketing and Communication Director
press@lerhone.com / marie.dubois@lerhone.com
+33 (0)6 03 86 46 20

LE RHÖNE IN A FEW WORDS

Above all, each Le Rhöne watch is the culmination of crafting by the best artisanal Swiss workshops which uphold the purest watchmaking traditions. This close collaboration between precise expertise and an original approach to watchmaking on the part of its two founders constitutes the very essence of Le Rhöne watches.

Le Rhöne: the highest quality standards with a touch of modernity and audacity.

Loïc Florentin and Timo Rajakoski founded Le Rhöne watch brand in 2013 with a passion for luxury, excellence, creativity and boldness as their leitmotif.
Today, Le Rhöne is proud to include among its friends personalities such as Christian Le Squer, Amaury Guichon, Djibril Sidibé and Alexis Ajinça.

PRODUCT DNA IN BRIEF

More than 120 million items traced to date and an expertise that builds on more than 15 years of close collaboration with NGOs, governments, certification bodies, the media, businesses and end consumers. Product DNA puts its skills at the service of any company requiring a transparent and traceable production chain.