



PRESS RELEASE SIAR 2020

LE RHÖNE AT THE SIAR 2020

OCTOBER 20-22
MEXICO CITY

LE RHÖNE is delighted to participate in this new edition of the SIAR in a partnership with the Raconli Group, to be held from October 20th to 22nd downtown Mexico city.

MOÖN BLACK COSMIC

The **Moön** collection will be featured with the 41mm rose gold, black cosmic dial which reveals a starry sky and a hammered moon with more masculine accents than the aventurine version.

An exclusive in-house Grande Phase de Lune complication comes to light with the contrasts of the black cosmic dial rotating on the top of the moon. This disk is crafted in silver textured and surrounded by a SuperLuminova star studded sky.



MOÖN
BLACK COSMIC



MOÖN
ACT-TWO

The **Moön** collection features 41mm rose gold or steel cases with aventurine or black sapphire dials, as well 37mm in aventurine and rose gold. Since 2018, the collection is expanding to a high jewelry models. **Act Two, The Dark Night** in black titanium with 56 baguette-cut amethysts is the last interpretation.

#HUMANTEMPÖ

LE RHÖNE TRACEABILITY

Above all, each Le Rhône 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 Rhône watches.

The highest quality standards with a touch of modernity and audacity

Committed to transparency and authenticity, Le Rhône is the first watchmaker offering its customers products 100% manufactured in Switzerland and **fully traceable**, thanks to **blockchain technology** and a close collaboration with its partner **Respect Code** since August 2020.

This ambitious year was as well marked by the implementation of a **10-year warranty**. Providing their clients an 8-year **warranty extension** to the standard 2-year international warranty by registering on their **new website** (www.lerhone.com), Le Rhône offers an exclusive customer service enhancing its unique experience.



Loïc Florentin and Timo Rajakoski designed in 2013 Le Rhône watches with a passion for luxury, excellence, creativity and boldness as their leitmotif. Today in 2020, Le Rhône presents five distinctive collections: RÖAD RACER - HEDÖNIA – MOÖN - VÖYAGE – HORÖLOGY and they are proud to include personalities such as Christian Le Squer, Amaury Guichon but also Marion Bartoli and Alexis Ajinça among the brand's friends.

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