



# LE RHÖNE

GENEVE



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*PRESS KIT*



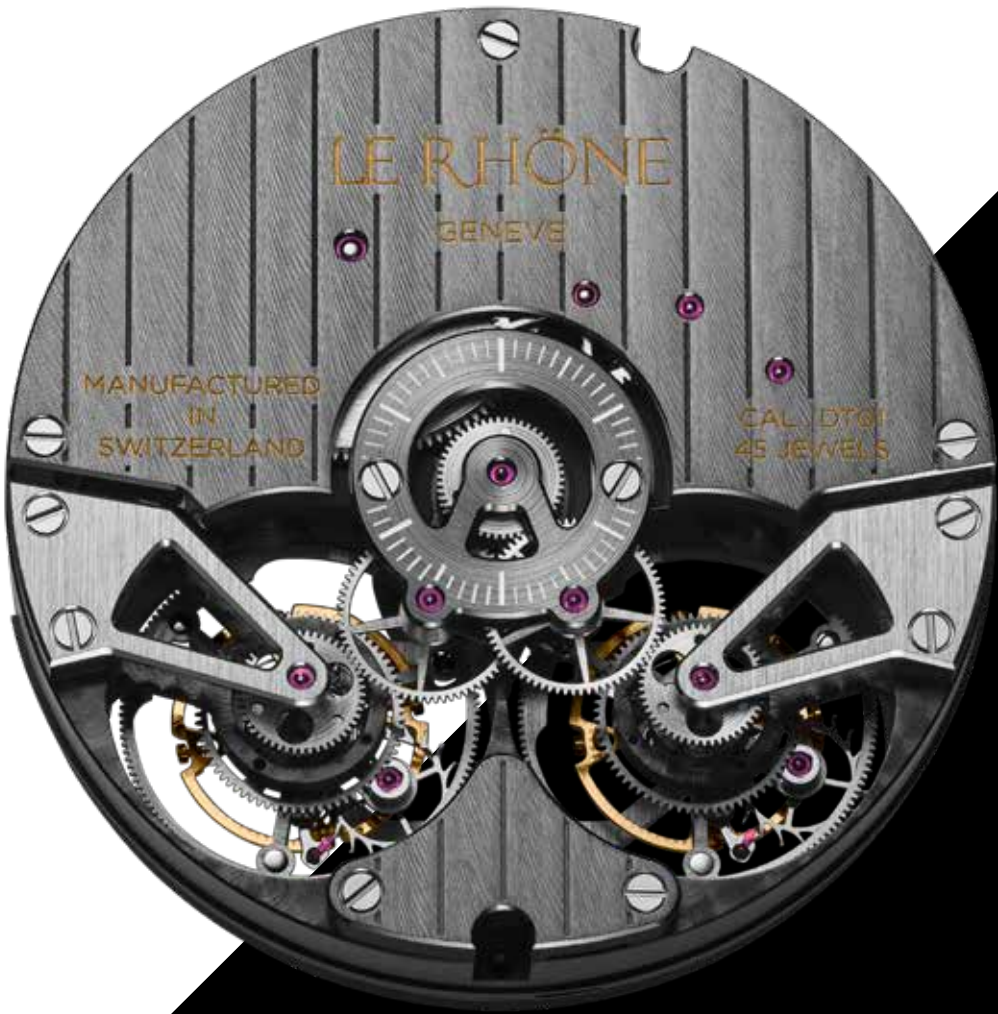
# LE RHÖNE

LOÏC FLORENTIN / TIMO RAJAKOSKI

Behind Le Rhône watches are the ceaseless entrepreneurial pursuit and perfectionism of the brand's founders, Loïc Florentin and Timo Rajakoski, who first met at the school they both attended in Venezuela. After embarking on their careers for luxury groups, the two childhood friends founded Le Rhône in 2013. Their leitmotif is a passion for craftsmanship, excellence and creativity. Today, their state of mind forges their strength in the watchmaking world.

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: excellence and quality with a touch of modernity and irreverence.

## MOVEMENTS



All our movements are developed and manufactured in Switzerland following the highest quality standards so that they may accommodate the great technical sophistication of our timepieces. Each movement is designed in a workshop of the highest level by talented, experienced watchmakers, the heirs to the Swiss watchmaking legacy. To surprise watch collectors from all over the world time and again: such is the purpose of Le Rhône watches.





## HORÖLOGY

U N I Q U E & E X C E P T I O N A L

Le Rhône focuses on the creation of unique, exceptional timepieces through the enthusiastic work of Swiss craftsmen who are available to build the watch of your dreams. Le Rhône offers you the possibility of customizing your timepiece by selecting various materials and finishes. You may quickly transform your watch into a unique, tailor-made masterpiece.

There are few watch brands that enable a client and future watch owner to transform its most sought-after model into an absolutely unique timepiece.





*Double Tourbillon - DT-01*



#### HAUTE HORLOGERIE

Each Le Rhône watch reveals a distinctively exclusive, exceptional character. Having your watch personalized by talented Swiss craftsmen makes it possible to create the timepiece that best corresponds with you. You become the designer of your own watch by choosing the various materials, finishes and colors.



*Double Tourbillon - DT-02*





## RÖAD RACER

A FASCINATION WITH ANTIQUE AMERICAN CARS

The Röd Racer collection is the very first collection of Le Rhône timepieces. With direct references to the Pony Cars of the 1960s, Road Racer chronographs cultivate a fascination for antique American cars, transposing this inspiration into wristwatch design in an exclusive way.

The watchcase might contain authentic fragments of a first-generation Camaro motor or the car part of your choice, which can be scaled down and inserted into the customizable space within it. The two counters - located at 9 and 3 o'clock - respectively display seconds and the bicompass chronograph, and their appearance accentuates the perfectly sport-inspired character of the watch.

The entire Röd Racer collection is available in a varied color palette to suit everyone's tastes and styles, including rose gold and stainless steel with an optional black DLC coating.





The 45 mm watchcase contains a self-winding mechanical chronograph movement with a 44-hour power reserve. The ideal solution for taking to the open road without worrying about time.

On a level with its masculine counterparts from the collection, the ladies' version of the Röd Racér features a snow-set crown and blue accents.



*Röd Racér  
Steel - black dial*



*Röd Racér  
Steel with black DLC - black  
dial*



*Röd Racér  
Steel - gray dial*





## HEDÖNIA

E L E G A N C E & R E F I N E M E N T

The Hedönia collection is a compromise between technical achievement and aesthetic beauty. With a distinctive 41 mm diameter Le Rhône watchcase and moon phase complication, the Hedonia incarnates elegance and refinement.

Each timepiece from the Hedönia collection features hour, minute and second hands as well as a certified Côtes de Genève dial with vertical guilloché authentically crafted by master Swiss artisans. The 41 mm diameter model is a chic timepiece with classical yet casual style, perfect for daily wear.

With a unisex design, each Hedönia timepiece is equally suitable for men and women. Following the Greek principle of hedonism, which gives pride of place to pleasure in the pursuit of happiness, the magic of the blue starry sky evokes such an instant visual pleasure that the complexity of the watch becomes secondary.





# MOÖN



## THE GRAND MOONPHASE COMPLICATION

An exclusive in-house Grand Moonphase is brought to light by the blue aventurine contrasts on the dial surrounding the celestial body. The iridescent moon disk is surrounded by a sky sprinkled with Super-LumiNova-coated stars. The dial also features stainless steel hour hands, also coated with Super-LumiNova, and twelve diamond hour markers.

The collection is suitable for men and women alike, since a 37 mm rose gold version is also available.



*Moön*  
Rose gold - Aventurine dial



*Moön Black Cosmic*  
41mm - Steel case - black strap



*Grande Phase de Lune*  
37mm - Rose gold - Diamonds



# VÖYAGE



## JMT - JUMPING MERIDIAN TIME

This 41 mm model reveals two time zones simultaneously in an original way. Its complication is one-of-a-kind: a double display shows the time of reference (Home Time) while central hands indicate the local time. The hands corresponding with the local time zone may be very easily adjusted by pressing on the push-button located at 10 o'clock. The 24-hour clock time of reference is displayed on two jumping disks (for which it is called JMT) located at 12 o'clock. The "Home Time" date is displayed at 6 o'clock.



