



LE RHÖNE

GENEVE




LE RHÖNE
OFFICIAL WATCHMAKER



PRESS RELEASE
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LE RHÖNE: PARTNERSHIP WITH AS MONACO

Official announcement of the partnership between AS Monaco and the Swiss watchmaker Le Rhône for the next two seasons: 2018-2019 and 2019-2020. As of 18 July 2018, Le Rhône becomes the official watchmaker of Monaco's famous soccer team.

In April 2018, AS Monaco full back and World Champion Djibril Sidibé became one of the brand's ambassadors. He selected a Le Rhône design and the brand's leading model, the sporty Road Racer timepiece. Today the watchmaker becomes an official partner of the club. AS Monaco and Le Rhône share a number of values: a quality mindset, the endless pursuit of precision, the quest to excel, a vision of the future, and exclusivity.

Loïc Florentin, Managing Director of Le Rhône:

"This is a very fruitful meeting and partnership based on exclusivity and quality joint research, heralding great collaborations for the next seasons to come.»

Juli Ferre, Sales and Marketing Director of AS Monaco:

"We are very pleased to enter into this partnership with an ambitious young brand with recognized know-how, with whom we share the same values."

The watches designed by this exclusive new brand is the culmination of crafting by the best artisanal Swiss workshops which uphold the purest watchmaking traditions. A well-calibrated balance between precision and a contemporary approach that is as bold as it is convivial—this is the very definition of the essence of the brand founded by Loïc Florentin and Timo Rajakoski in 2013.

Their new designs made a great impression at Baselworld 2018 – The World Watch and Jewelry Show, promising great collections to come: Hedonia Grande Moonphase, Hedonia Jumping Meridian Time (double time zone display) and other fine timepieces.

A limited edition developed in collaboration with AS Monaco will be unveiled to the larger public in the weeks to come.

About AS Monaco

AS Monaco—whose Louis-II Stadium is situated in the heart of the principality—is a historic club in the French league. With eight Championship titles, ten National Cups and a League of Champions finalist, AS Monaco is one of France’s highest ranked teams. There are so many distinguishing features of this incredible club: the

legendary diagonal jersey designed by Princess Grace, the tradition of elegant playing, and the players themselves (five World Champions have come from the AS Monaco Academy: Henry, Trezeguet, Petit, Thuram and Mbappé). This is a unique team, always positioned for excellence.

www.asmonaco.com



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Le Rhône collections are available at the points of sale listed on the website. Customers are also welcome to contact the brand directly.