



# RIBA WATCH

EXCELLENCE IN WATCHMAKING, DRIVEN BY PRECISION AND INNOVATION





**A FAMILY-OWNED GROUP  
WITH INTERNATIONAL REACH**

## RIBA WATCH

RIBA WATCH is a family-owned watchmaking company renowned for its excellence, innovation, and respect for Swiss heritage. Creator and owner of ten Swiss and French watch brands, the group designs, manufactures, and distributes high-quality watches, jewelry, and components. Present in boutiques and online, RIBA WATCH combines artisanal tradition with modern technology to offer unique creations to a discerning clientele.

RIBA WATCH continuously pushes the boundaries of design and technical mastery. Each timepiece reflects artisanal expertise combined with cutting-edge technology and a pursuit of perfection. With a diverse portfolio of brands, the group serves all market segments: from sports to elegance, high precision, and luxury.

### GLOBAL PRESENCE

RIBA WATCH operates worldwide through boutiques, online platforms, and strategic partnerships, delivering a unique watchmaking experience rooted in heritage and forward-looking innovation.

### HISTORY IN BRIEF

Founded in 1995, RIBA WATCH has grown into a global player with 10 brands, combining tradition and innovation.





# RIBA WATCH GROUP OUR BRANDS

## A WATCHMAKING UNIVERSE WHERE TRADITION, INNOVATION, AND DESIGN MEET

Every brand embodies a unique vision of watchmaking, combining quality, innovation, and aesthetics, and catering to the varied tastes and demands of our clients. Explore our brands, each dedicated to a specific segment of the luxury watch market:

### RSW – THE STORY OF A UNIQUE WATCH

Founded in 1983 as RAMA SWISS WATCH, RSW represents niche Swiss watchmaking. Relunched by RIBA WATCH in 2018, it produces bold and contemporary timepieces crafted in Le Locle, blending elegance with cutting-edge technology.

### MUREX – RIBA WATCH'S FIRST BRAND

Murex has become a flagship brand, known for sophisticated yet accessible models. Presenting nearly 20 new pieces each year, Murex combines a variety of materials—steel, rose gold, rhodium plating, colorful ceramics, mother-of-pearl, and diamond-set dials—offering Swiss quality with modern design.

### MERCURY – THE ACTIVE AND ROBUST WATCH

Designed for active lifestyles, Mercury watches combine durability, functionality, and style. Featuring stainless steel cases, robust attachments, and multiple functions including chronographs, Mercury is available with metal, leather, or rubber straps, ensuring performance in all conditions.

### OPTIMA – TRADITION AND INNOVATION

Optima merges ancestral watchmaking skills with technical and aesthetic innovation. Its relief dials often set with pearls and gemstones, paired with advanced mechanisms, create timepieces that are both luxurious, classic, and avant-garde.

### GEOVANI – LUXURY, EXCLUSIVITY, AND PRECISION

Founded in 2005, Geovani focuses on luxury and exclusivity. Initially designed for women and later expanded to men, each watch is handcrafted in Le Locle, resistant to 10 ATM, and made from precious materials, combining elegance with precise timekeeping.

### RAMA – THE LEGACY OF A CENTENARY BRAND

With over 100 years of history and relunched in 1983, Rama combines traditional Swiss watchmaking with modern technologies. Under RIBA WATCH, it continues to evolve, placing innovation and heritage at the core of every timepiece.

### MAGELLAN – A NEW STAR IN THE RIBA WATCH UNIVERSE

In March 2024, RIBA WATCH strategically acquired MAGELLAN, recognized for its innovative approach. MAGELLAN perfectly embodies the group's philosophy of combining watchmaking expertise with bold creativity. This integration opens new aesthetic and technological horizons and strengthens RIBA WATCH's position in the segment of emotionally and narratively rich timepieces.





# Contact

Mr TAHER Rami

COO - Chief Operating Officer

[marketing@ribawatch.com](mailto:marketing@ribawatch.com)

+41 76 650 56 09

Bd des Eplatures 64, 2300 La Chaux-de-Fonds - Suisse

