

Ch. de Prapion 12  
CH 2520 La Neuveville

Phone : +41 32 329 40 00

[info@ramawatch.com](mailto:info@ramawatch.com)

[www.rsw-swiss.com](http://www.rsw-swiss.com)



## **AUTHENTIC HISTORY BEARS ITS FRUIT**

RAMA WATCH SA is a Swiss company that has been creating and manufacturing high-quality watches since the beginning of the 20th century. Its exceptional passion was sparked by M.A. Marachly, the founder, and rekindled by each generation to create a family saga of intrepid watchmakers. In response to the success of its original, reliable models offered with a private label to other companies, the company leaders decided to market their creations under their own brand name. The initials of the manufacturer's name and his love of watchmaking came together in harmony. The RSW brand was born! Today, the RSW collection is composed of exclusive and conceptual product lines with a very high level of quality and an extremely strong identity, on par with the brand's development plan.

## **TRUE KNOW-HOW**

This expertise is built up from a savvy combination of three highly complementary activities. The "RSW Department" creates and manufactures a collection of products that it markets and then promotes via a network of dynamic distributors based all over the world. The "Trade Department" is specialised in the distribution of timepiece products. It was entrusted with this mission in several countries by some of the most prestigious Swiss watchmaking brands. An ideal situation to hone its skills and learn from the most qualified names in the field. With several "Rama Swiss World" boutiques, the promotion of a franchised network and the implementation of "RSW corners and shop-in-shops", the "Department Store" benefits from a reliable springboard in terms of distribution and a direct contact that is very useful for consumers.

## **PROJECTS THAT STAND THE TEST OF TIME**

By simultaneously developing its three activity sectors and intensifying the conceptual approach of its creations, the RAMA WATCH SA company has positioned its strategy in perfect harmony with the changes in the watchmaking trade, both in terms of design and its distribution and promotion procedures. The opening of new markets, a diversification of its accessories and the marketing of new licensed timepiece products represent just a few of the major work focuses of the RAMA WATCH SA company in the following months. The adventure is only beginning!