

# Press Kit

RIBA WATCH GROUP - 2025





# A Human and Horological Adventure

In the heart of the Swiss mountains, in La Chaux-de-Fonds – the cradle of global watchmaking – flourishes a family business that, in just three decades, has established its unique vision of timekeeping: the RIBA WATCH Group.

More than just an industrial player, RIBA WATCH is a house of passion, heritage, and innovation. Its story is that of a man, Wasfi Taher, and an ambition: to blend respect for traditional watchmaking craftsmanship with a resolutely modern approach to customer experience.

The journey began in the 1990s, when Wasfi Taher left his native Middle East to immerse himself in Switzerland's watchmaking valleys. His keen eye, entrepreneurial spirit, and fascination with mechanical movements quickly led him to create his own venture: RIBA WATCH, in 1995.

Far from merely distributing or replicating, he aspired to design, innovate, and embody. With the launch of Murex, his first brand, he laid the foundations of a vision centered on design, quality, and accessibility. The group quickly grew, adding new brands and talents, and establishing itself as a dynamic force within the watchmaking landscape.







# Innovation in the Service of Time

In 2023, the RIBA WATCH Group reached a symbolic milestone by unveiling the RW24 movement, entirely conceived and manufactured in-house. This achievement marked its transformation from an assembler to a true watch manufacture. More than a technical feat, this movement is a tangible expression of a clear ambition: to master time – in every sense of the word.

This spirit of innovation also extends to the Group's relationship with its customers. Digital experience, personalized services, supply chain transparency, and sustainable materials are not optional extras – they are fundamental pillars. The move to new headquarters in La Chaux-de-Fonds in 2023 reflects this ongoing growth, thoughtfully designed with sustainability and functionality in mind.





# A Constellation of Distinctive Brands

What stands out at RIBA WATCH is the deliberately diverse nature of its brand portfolio. From the utilitarian robustness of Mercury to the urban sophistication of Geovani, the technological legacy of Rama to the refined classicism of Optima – each brand tells a unique story, while upholding the same standards of quality and elegance.

RSW, the Group's flagship, embodies aesthetic audacity and Swiss precision. With its unconventional shapes, horological complications, and impeccable finishes, the brand appeals to collectors in search of exceptional timepieces. At the other end of the spectrum, Marc Enzo and Faros speak to a younger, more cosmopolitan audience, drawn to style and novelty.





# International Reach as a Natural Horizon,

**RIBA WATCH HAS NEVER CONFINED ITSELF TO THE JURA ARC.**

From the very beginning, the Group looked beyond Swiss borders. Its regular presence at international trade fairs – from Geneva to Hong Kong – reflects its openness and ability to speak every language of luxury.

Through a network of partners, physical retail locations, and online platforms, RIBA WATCH showcases its brands across all five continents.







# A Vision, A Legacy,

More than a watchmaking group, RIBA WATCH is a human journey driven by a family vision. In a world where everything is accelerating, it embraces long-term thinking – the time of careful creation, trusted relationships, and the transmission of know-how.

Through its collections, industrial choices, and commitments, the Group champions a certain idea of elegance: authentic, functional, and emotional.

And so the story continues, in the steady rhythm of the hands. Every timepiece bearing the RIBA WATCH name is more than just an object – it is a promise: of time mastered, respected, and elevated.



# OUR BRANDS



## **RSW, short for "RAMA Swiss Watches",**

is an innovative and avant-garde brand that stands out for its bold designs and use of cutting-edge technology. Founded on the idea of reinventing traditional watchmaking, RSW offers timepieces that are both functional and visually striking, tailored for modern men and women.

Its signature? A style that blends elegance with sportiness, with meticulous attention to finishing and horological precision. RSW collections are synonymous with sophistication and a relentless pursuit of perfection.

**RSW**  
■ ■ ■



# OUR BRANDS



## **Murex embodies the perfect blend,**

of traditional craftsmanship and a modern vision of watchmaking. Each Murex timepiece is a work of art, combining noble materials with high-precision mechanisms.

The Murex collection appeals to enthusiasts seeking timeless elegance and exceptional performance.

Inspired by the sea and the natural world, the brand designs models that are both robust and refined – symbols of a spirit of adventure and discovery.





# OUR BRANDS



## **True to the spirit of Swiss watchmaking,**

Mercury is renowned for its classic and timeless designs. Each Mercury timepiece embodies excellence, blending aesthetics with reliability.

The brand places particular emphasis on simplicity and elegance, offering models suited for every occasion, from the most formal to the most casual.

Mercury watches symbolize impeccable quality and subtle refinement, allowing their wearers to express their style with great sophistication.

**MERCURY**  
SWITZERLAND



# OUR BRANDS



## **Optima is a brand that embodies,**

the very essence of watchmaking innovation. By combining cutting-edge technology with premium materials, it offers timepieces that are as captivating for their performance as for their originality.

Optima stands out with a decidedly modern design and a constant attention to detail. Each model is crafted to provide a unique experience, blending comfort and precision.

The brand appeals to a discerning clientele, seeking timepieces that combine functionality, style, and the latest technology.





# OUR BRANDS



**RAMA embodies the  
pure and timeless  
elegance,**

of Swiss watchmaking, with a range of  
timepieces that combine refinement and  
precision. Each RAMA model is designed to  
reflect uncompromising sophistication.

With its clean lines and meticulous finishes,  
the brand appeals to connoisseurs who  
appreciate the authenticity and beauty of  
high-end watches. RAMA caters to those  
who value artisanal excellence, offering  
models suited to all styles and occasions.

  
**RAMA**  
SWISS



# OUR BRANDS



**Geovani is a brand that embodies the art of luxury watchmaking,**

through bold and elegant creations. By merging contemporary design with traditional Swiss craftsmanship, Geovani offers timepieces where aesthetics and functionality are perfectly harmonized.

The brand appeals to a clientele in search of refined and distinctive products, with collections that blend timeless beauty with cutting-edge technology.

Each Geovani timepiece becomes a symbol of refinement and modernity.

**GEOVANI**  
S W I T Z E R L A N D



# OUR BRANDS



## **MARC ENZO is a brand that blends,**

Parisian chic with watchmaking excellence. Founded with a passion for timeless style, it embodies sophistication and elegance.

Inspired by the streets of Paris, each piece reflects the city's artistic spirit and attention to detail. With high-precision Swiss movements and superior UV protection, MARC ENZO ensures both functionality and style.

Committed to innovation and sustainability, the brand supports eco-friendly practices throughout its supply chain, offering superior products that stand the test of time.

  
**MARC ENZO**  
PARIS



# OUR BRANDS



## **Magellan establishes itself as a reference,**

in the world of luxury watchmaking, with models inspired by exploration and adventure.

Each Magellan timepiece is designed to withstand the test of time while delivering absolute precision.

Paying tribute to the pursuit of the unknown, the brand creates robust, high-performance, and elegant watches, ideal for those seeking both reliability and style. Magellan collections are a true invitation to adventure, while staying true to the values of high-end Swiss watchmaking.





# Our Events

FOR 2025







# We look forward to seeing you,

In 2025, the RIBA WATCH Group will strengthen its international presence by participating in several major trade shows.

These events provide excellent opportunities to showcase our latest collections, meet our partners, and continue building strong connections with the global watchmaking community:

- JCK EVENT – June 6-9, 2025, Las Vegas
- HKTDC Watch & Clock Fair – September 3-6, 2025, Hong Kong
- WATCH TIME – October 24-26, 2025, Düsseldorf

Through these events, RIBA WATCH continues its mission to promote Swiss watchmaking excellence and the unique identity of its brands.



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