



MONDAINE
Swiss  Watch

FOR IMMEDIATE RELEASE:

Lumondi Inc. Names Marc Bernhardt CEO North America
*To Unite Luminox and Mondaine Operations, Marketing,
and Distribution Under Lumondi Inc.*

NEW YORK, JULY 2017 – Swiss watch company Lumondi Inc. names Marc Bernhardt CEO North America. In this role Bernhardt, an experienced industry leader, will oversee the Luminox and Mondaine brands while working to increase the operational synergies between them. His vision for each brand will be personalized for different strengths and audiences, relying on strategic marketing and retail development to align with and lead the currently changing watch industry.

“Uniting Mondaine and Luminox under Lumondi Inc. will be a natural way to capitalize on the strengths of each brand, using both their commonalities and their differences to our advantage,” says Bernhardt. “We will be speaking with many different groups of customers from Navy SEALs to architects. What they all have in common is a need for reliability and functionality that fits their lifestyle and I truly can’t wait to hear and dive into what makes each one tick.”

Prior to this role, Bernhardt cut his teeth in the watch industry at IWC in Schaffhausen, Switzerland, working his way up to Managing Director North America and then Executive Distribution Director worldwide during his decade at the company. Here he affected internal and external sales teams, the product mix, service centers, and was responsible for worldwide sales and profitability. From there, Bernhardt turned his expertise towards relaunching and rebranding smaller, yet prestigious, Swiss watch companies, a different and exciting challenge. And most recently, he served as CEO of Guangzhou/China based Vasto Retail Group, selling high-end men’s clothing, accessories, and leather goods through owned and franchised shops in China.



On Bernhardt’s appointment, Andre Bernheim, CEO and co-owner of the Mondaine Group comments: “Marc is an experienced watch person who thinks beyond the wrist. I liked his world open view from the first moment we met, as he has successfully conducted businesses in the Americas, Europe, and Asia. His sales- and marketing-oriented mind will help both Luminox and Mondaine expand substantially as we share the view they each have great potential in the USA, our top priority market.”



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Mondaine, at its core, is iconic Swiss design meets innovation. Started in 1951 by Erwin Bernheim, and now run by his sons Ronnie and Andre Bernheim, its collections – Mondaine SBB and Mondaine Helvetica – represent reliable, iconic, and unmistakable Swissness that is relatable to lovers of design across the world. Bernhardt's vision for the brand is to become a preeminent tool for those with a style conscious lifestyle seeking to simplify.

In November 2016, the Bernheim brothers purchased the remaining fifty percent of Luminox watch companies and brands from founding partner Barry Cohen and now own them in their entirety. Having produced Luminox watches at its factory for more than 10 years, Mondaine has vast experience with their specific technology.

Luminox introduced self-powered illuminated watches to consumers in 1989. These truly innovative Swiss-made watches are the ultimate night vision gear for serious professionals and rugged outdoorsmen – the watch of choice for US Navy SEALs, F-117 Nighthawk™ Stealth jet pilots and many more. Moving forward, the primary goal will be to continue to grow Luminox for peak performers, while expanding the availability of constant night visibility to people involved in any type of outdoor activity, not only the extreme.

The operation of Lumond Inc. is now headquartered in New York City to allow for greater transparency and efficiency, to serve customers more accurately, quickly and precisely.

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ABOUT MONDAINE WATCH LTD:

Founded by Erwin Bernheim in 1951, Mondaine has gained recognition as a leading player in the watch industry. The independent, innovative, and marketing driven company embraces the world of marketing, lifestyle, design, and combines this knowledge with its own state-of-the-art manufacturing in Switzerland and just-in-time, award-winning logistics, and distribution. Mondaine is a reliable, long-term partner for distributors and retailers, focusing on what really matters, uniting distinguished and timeless Swiss design with innovation and functionality. The collections, Mondaine SBB and Mondaine Helvetica represent iconic, unique, and unmistakable Swiss design. Conceived in Switzerland, made for the world. Visit www.mondaine-usa.com, https://www.instagram.com/mondaine_watch

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ABOUT LUMINOX:

Luminox, the original self-powered luminous watch brand established in 1989, is the watch of choice for US Navy SEALs, F-117 Nighthawk™ Stealth jet pilots and other elite people. Tough, powerful, accurate and Swiss-made. Luminox is the ultimate night vision gear for serious professionals, rugged outdoorsmen and other peak performers. Visit www.luminox.com, www.facebook.com/Luminox

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