



Media Release

This Summer, RJ Sets Sail with ARRAW Marine Mykonos Special Edition Watch Series

Geneva, Switzerland, June 11th, 2019 – RJ has captured the essence of summer life in the Greek isles in a 10-piece limited edition series from the ARRAW Marine collection. These timepieces were inspired by the most iconic symbols of Mykonos, from the blue of the Aegean Sea to the Greek windmills and the mighty rocks that form the Cyclades island.

Each ARRAW Marine Mykonos special edition case, crafted in grade 5 titanium, comes adorned with the signature rubber RJ Bumpers™ that define the ARRAW collection. The unique composite bezel combines sand with a high-performance resin created in-house by RJ. The unique sand-infused bezel is secured to the case with a metal grid whose shape alludes to the iconic windmills of Mykonos.

Many stages of dial treatment are required to impart the ARRAW Marine Mykonos with its lustrous Aegean blue effect, first sun-brushed, then galvanized, gradient-painted and then coated with a transparent lacquer. This hue refers both to the color of the sea as well as the legendary blue of Mykonos. The chronograph counters have been rhodium-plated to coordinate with the arrow-shaped, satin-finished hands, so that the limited-editions remain faithful to the ARRAW Marine family.

The RJ-2040 self-winding chronograph movement displays a 30-minute counter at 9 o'clock, a 12-hour counter with a date aperture at 6 o'clock, and a small seconds counter at 3 o'clock. The transparent sapphire crystal case back allows a fascinating look at the oscillating weight, designed to reference the iconic windmills of Mykonos.

The ARRAW Marine Mykonos special edition comes with a blue alligator strap that has been manually patinated to project the same casual ease that characterizes life in the Greek isles. The underside of the strap has been reinforced with a rubber insert for durability and comfort. The special edition timepiece also comes with a black rubber bracelet, ideal for swimming or water sports, comes with the watch as well. Changing out the strap is easily accomplished thanks to the interchangeable strap system. This hallmark of the ARRAW collection allows the strap to be released and an alternate strap installed with a simple 'click'.

“The ARRAW Marine collection draws inspiration from the universe of the sea. Naturally, the first limited-edition ARRAW Marine series takes that maritime theme in a creative new direction. We chose to reinterpret the familiar codes of the RJ ARRAW Marine family and infuse the 10-piece series with the exotic appeal of Mykonos, one of the most breathtaking seaside destinations in the world.” said Marco Tedeschi, CEO and Creative Director of RJ.

Only 10 ARRAW Marine Mykonos special edition watches will be available throughout the world, sold exclusively in the Kessarís shops in Mykonos and Nammos Beach.

ABOUT RJ



RJ designs and produces recognizable, ambitious, and culturally relevant luxury Swiss watches. RJ ARRAW, the brand's core collection for men and women, is distinguishable by its RJ Bumpers™ and ingenious interchangeable strap system.

RJ has made its own mark on modern watchmaking with its Collaboration watch series, which draws inspiration from icons of pop culture, from superheroes of DC Comics or Marvel like Batman and Spider-Man, to beloved video game characters like Super Mario Bros., Space Invaders™, or Pac-Man™.

RJ has brought history-making material to the wrist with its DNA Concept watches, using steel from the Titanic, genuine moon dust, or remnants from the Apollo 11 spacecraft which first landed man on the moon.

The brand was founded in 2004 and re-launched in 2018 under the creative direction of CEO Marco Tedeschi. Ever since, RJ proudly manufactures its own in-house movements at the brand's headquarters, RJ Studio, based out of Geneva, Switzerland.