

RJ-Romain Jerome supports Make-A-Wish® Switzerland

RJ-Romain Jerome is delighted to support Make-A-Wish Foundation® of Switzerland and Liechtenstein. This year, RJ has decided to donate the equivalent of the amount generally allocated to gifts during the Baselworld watch fair to Make-A-Wish Switzerland.

"We are particularly proud to be able to cooperate with Make-A-Wish and thus contribute to making dreams come true for children who so much need these magical moments to brighten up their daily lives", said Manuel Emch, CEO of RJ-Romain Jerome.

Since 1980, Make-A-Wish has granted the most heartfelt wishes of more than 300,000 children, aged between 3 and 18 living with a life-threatening medical condition, in over 48 countries. Thanks to this initiative, even more ill children will be able to see their dream come true.

About Make-A-Wish Switzerland

Make-A-Wish turns ill children's wishes into reality, making the experience truly magical and memorable. In the company of their family, each child experiences a moment of well-deserved happiness, away from the routine of their illness. The magic and joy brought by a wish often gives the children renewed courage, strength and energy to keep fighting.

Created in 2003, Make-A-Wish Switzerland grants more and more wishes each year in response to a real need by families to see their children have a break from hospital treatments.

Make-A-Wish Foundation of Switzerland and Liechtenstein is a financially and legally independent Swiss foundation supervised by the Federal Department of Home Affairs. They finance their work through individual and corporate contributions and events. Managed by a small team, the foundation operates thanks to a wonderful network of volunteers, friends of the foundation and companies who give of their time and in-kind contributions to ensure that the children and their families experience joyful and memorable times.

Make-A-Wish Switzerland is affiliated to Make-A-Wish International. Make-A-Wish serves 48 countries on 5 continents. Thanks to the support of over 30'000 volunteers, the organisation has granted nearly 300'000 wishes around the world since 1980. Each year, over 250'000 people are touched by a wish in one way or another. Today, somewhere in the world, a wish is granted every 30 minutes. Make-A-Wish International is an accredited NGO to the United Nations. Thanks to this international network, Make-A-Wish Switzerland can grant the most magical wishes!

Contact Make-A-Wish Foundation® of Switzerland and Liechtenstein

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About RJ-Romain Jerome

Air, earth, sea: RJ-Romain Jerome offers the raw energy of imagination to those who are capable of nurturing their most secret dreams. Born at the dawn of the 3rd millennium, RJ-Romain Jerome creates the watches of the new horological era. The magic of the moon, the power of lava, and underwater mysteries are the poetic driving forces behind this creative explosion.

Whether through recovering steel from the Titanic or from the Apollo 11 space shuttle, mingling silver with moon dust or sculpting volcano lava, RJ-Romain Jerome asserts its iconoclastic spirit and electrifies tradition by celebrating contemporary legends. Its approach is characterised by a blend of raw character and elaborate refinement, drawing as much on the roar of an erupting volcano as on the writings of H.G. Wells.

A taste for adventure, an all-conquering spirit and visionary avant-gardism merge with the realm of the imagination in the "Titanic-DNA", "Moon Dust-DNA" and "Eyjafjallajökull-DNA" collections. These three worlds exalt contemporary horizons through a resolutely masculine and contemporary touch. From the ocean depths to the immensity of space, from incandescent lava to age-old minerals, the RJ-Romain Jerome collections are far more than just astonishing watches: they define a new era in watchmaking.

Offering every man a chance to explore a dreamlike new dimension, they also embody the values of their times: a sense of distinctiveness, a need for speed, and a spectacular yet discreetly sophisticated aura of virility.

Air, earth and sea: it is now up to everyone to find his own universe, and to give substance to his dream and to his own vision of Time.

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