

## **Renato Watches Photo Shoot by RRA Media**

*By Jeffrey Kosovich*

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*RRA Media is working towards becoming the leader in the creation and distribution of premium sports, news and entertainment imagery.*

Renato Watches teamed up with RRA Media to perform a photo shoot of various Renato Watches. Renato Watches creates masterpieces of time and true landmark watch designs – the team of RRA Media worked with Renato Watches to bring out the look of the Renato Watch brand.

The story of Renato Watches began with the designer Daniel Mink of Renato who chose to break away from the crowd and create, from the ground up, a completely new look that is all at once groundbreaking and captivating. Instead of following the path so many other watchmakers have gone down, Renato Watches has chosen to blaze their own trail. After years of seeing many watch manufacturers repeatedly exploit their own styles over and over, Renato Watches unleashed the Beast in 2005. Upon release of this awe-inspiring watch design, Renato Watches laid down the gauntlet and challenged every other brand around the world to answer the call of the "true collectors" who want something different and unique when it comes to their watches.

Renato Watches are rafted from high grade components including 316L Stainless steel, Sapphire Crystal, featuring exotic and Swiss Made movements. You would be hard pressed to compare Renato Watches to any other watches on the market in terms of quality and value.

Constantly progressing, Renato Watches, creates new and bold watch designs to set you apart from the crowd. What began with the Beast will be carried forward with the Wilde-Beast, the T-Rex and bringing a new face to the ladies' watch market - the Beauty.

"Nothing short of perfection" is the phrase often heard in the Renato Watch factories. Down to the smallest detail you should expect only the best from our watches. Hand selected materials, custom packaging, and a solid 5 year watch warranty backed by a dedicated staff to care for your individual style needs.

Bold, stylish and unique, Renato Watches symbolizes the true essence of what watch collecting is all about – true self expression of your unique personality. View the style of the Renato Watches featured by the photographers of RRA Media.

### About RRA-MEDIA

RRA Media is working towards becoming the leader in the creation and distribution of premium sports, news and entertainment imagery. Founded in January of 2009, RRA Media a division of RRA Sports and Entertainment LLC is being developed by award winning photojournalists to supply high quality, newsworthy images. In addition to daily sports, news and entertainment coverage, RRA Media maintains a comprehensive historical archive of news, entertainment, fashion, stock, portraits, events and personalities including vintage material. Dedicated to exceptional service through extensive picture desk support and easy-to-use search functionality, RRA Media's goal is to be the leading provider of premium imagery to editorial, commercial and creative professionals worldwide. RRA Media services editorial clients that range from the New York Times and Sports Illustrated to commercial clients such as Gatorade, Nike and Reebok. Our goal is to be a one stop shopping boutique of fantastic action images and exclusive iconic portraits for clients worldwide.

### About Renato Watches Inc.

Launched in 2005, Renato Watches Inc. took the watch industry by storm with its innovative, out-of-the box entry into the luxury watch market through direct-to-customer sales via ShopNBC, a television-based home shopping network with over 70 million viewers. Founded by watch industry veteran Daniel Mink and partner Ovadia Levy, Renato continues to take a non-traditional, 'out-of-the-box' approach to building a successful watch business by eliminating traditional marketing, sales, and distribution methods and keeping overhead costs low. Renato has built a strong and loyal customer base through television, the Web, and other outlets and continues to offer high quality, luxury timepieces at affordable price points. The success of the "Renato Method," or direct-to-customer marketing in the watch category, is evident, as Renato watches have been featured in O, the Oprah magazine, and other prominent media. In 2009, Renato will increase its distribution through international television, retail, and Web-based expansion initiatives.

For more information visit <http://www.renatowatches.com>

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Tags	renato watches, daniel mink, renato watch, rra renato
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