

Renato Watches - Watching Renato Produce Nothing Short of Perfection

By Valentina Zuric

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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.

"Nothing short of perfection" is the term often heard about Renato Watches' exquisite timepieces. Renato produces the ideal timepiece based on both quality and value, which has people across the globe asking, "Why opt for anything else?" Go ahead-Embrace the Beast Within You.

By Valentina Zuric

Their watches are conspicuous, their styles exclusive and chic. Renato Watches are a true expression of one's personality, depicting the proper quintessence of what watch collecting is all about. And this says nothing about how unbelievable they look on the wrist!

When Renato co-founder Ovadia Levy, a watch collector and guru flourishing in the real estate business, teamed up with Daniel Mink, the overnight success of the combination led to a masterful company rooted in landmark design. The pair wanted to create an innovative and alluring look at time by breaking away from the regular watchmaker's path to successful pieces. Levy explains, "We stunned the market" with the unleashing of the 'Beast'-the company's first timepiece-in October 2005. This original creation put Renato Watches on the map worldwide.

The awe-inspiring design challenged numerous brands around the world to answer the call of true watch collectors-the call for something different. With collections priced anywhere from \$750-30,000, Renato Watches has sold tens of thousands of units to date. "There is too much demand for our watches," explains Mink. "We can't keep up, because not only are they hand made, they are hand assembled too." In addition, each watch is individually numbered and limited in production.

Although top department stores are begging to carry the line, Renato Watches are sold exclusively with ShopNBC where they hold the rank of the second best-selling brand. This is because Renato Watches are crafted from only high-grade materials and utilize the highest quality Swiss movements. With components like customized slanted bezels imported from France, sapphire dome-shaped crystals, hand-selected mother of pearl carbon fiber and satin dials, and VS clarity and G color diamonds, these watches are exotic and incomparable when based on eminence and merit.

Not only does Renato boast similar movements as the pricier watch companies, they do so with a lower cost. Thanks in part to their excellent quality, Renato is able to keep overhead low, especially when it comes to advertising costs. It is simply unneeded-the watches speak for themselves, and the price savings are transferred to the customer. "Our goal is to keep the price of the watch down so people that love watches can purchase many-they don't have to save or wait for their end of the year bonus to be able to afford such exquisite timepieces," says Levy.

With the success of the company growing from what began with the men's watch the 'Beast,' (which is complimented by the ladies' 'Beauty,' a watch not only worn by Oprah herself but also endorsed in the highly selective "O List"), they recently launched the 'T-Rex,' 'Wilde-Beast,' 'Cyclops,' 'Stallion,' 'Jackal,' and 'Vulcan.' Along with the custom packaging, intricate details, and a solid five year warranty backed by a staff ready to care for each and every individual's needs, Renato Watches are in demand, and

radiantly beautiful too.

www.renatowatches.com

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 to <http://www.renatowatches.com>

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