



RIBA WATCH

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SWISS MADE WATCHMAKING REIMAGINED

PRESS KIT 2026



ABOUT



RIBA WATCH GROUP is a Swiss watchmaking group bringing together multiple brands with distinct identities, united by a shared commitment to Swiss Made quality, design innovation, and accessible luxury.

Through collections that combine technical precision, contemporary aesthetics, and strong emotional storytelling, the group develops watches designed for today's international market — where lifestyle, identity, and craftsmanship are more connected than ever.



Each brand within the group expresses a unique vision of watchmaking while benefiting from the same Swiss expertise, manufacturing standards, and passion for horological excellence.

At the crossroads of tradition and modernity, RIBA WATCH GROUP continues to shape a new generation of Swiss Made timepieces.



A MULTI-BRAND VISION OF SWISS

Watchmaking

RIBA WATCH GROUP brings together brands with complementary universes, each addressing different lifestyles, aesthetics, and audiences.

From technical chronographs to jewelry-inspired feminine timepieces, from contemporary sport-chic watches to refined open-heart mechanics, the group's collections reflect the diversity of modern Swiss horology.

The 2026 collections highlight the evolution of the group toward stronger identities, renewed design languages, and emotionally driven watchmaking.

ABOUT

Magellan

Magellan
SWISS WATCHES

AN INTIMATE WINDOW INTO HOROLOGY.



VICTORIA COLLECTION

The expression of time between precision and emotion

The Victoria Collection embodies a contemporary vision of watchmaking where technical mastery meets emotional storytelling.

Faithful to the exploratory spirit of MAGELLAN, the collection offers refined interpretations of time through sophisticated mechanical complications.

Victoria Open Heart

The Open Heart model reveals the beating heart of the watch, showcasing the living beauty of the Swiss Made automatic movement.

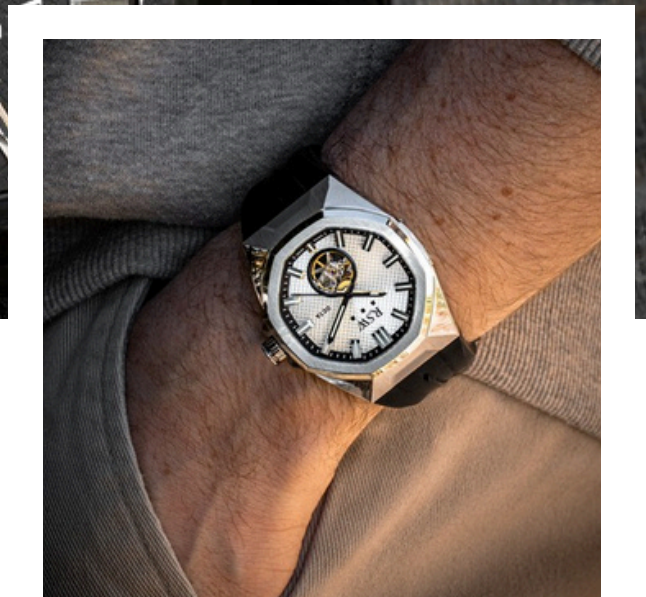
Its refined design balances transparency and elegance, transforming mechanical precision into a deeply emotional experience.

Produced in limited quantities, each piece expresses exclusivity, craftsmanship, and timeless sophistication.

ABOUT *RSW*



BOLD DESIGN. PURE PRECISION.



OCTA COLLECTION

Where design meets Swiss precision

The OCTA Collection represents a bold fusion of contemporary design and traditional Swiss watchmaking expertise.

Defined by its angular dial architecture, dynamic silhouette, and modern sport-luxury character, OCTA delivers a powerful wrist presence while preserving refined elegance.

RSWA162-H – Open Heart Automatic

The RSWA162-H reveals the beauty of its Swiss Made automatic movement through an elegant open-heart dial.

The visible mechanics celebrate the artistry of traditional horology while reinforcing the collection's contemporary and masculine identity.

Combined with a flexible rubber strap and modern case geometry, the watch delivers comfort, precision, and bold visual impact.

ABOUT

MERCURY
SWITZERLAND

Mercury

TRADITION RENEWED. DESIGN REDEFINED.



NOVA COLLECTION

A new era of Swiss precision.

The NOVA Collection marks the beginning of a new chapter for MERCURY. More than an evolution, it represents a true renewal — a modern reinterpretation of Swiss Made watchmaking where design, performance, and identity are redefined for a new generation.

NOVA embodies rebirth: a refined vision that respects heritage while embracing contemporary aesthetics and technical innovation.

MEAC494 – Men's Automatic Chronograph.

The MEAC494 expresses the strongest identity of the NOVA Collection. Powered by a Swiss Made automatic chronograph movement, it combines mechanical reliability with a bold contemporary design language.

Its redesigned dial architecture enhances clarity, depth, and balance, offering a more intuitive and dynamic reading of time. Every detail reflects a renewed approach to performance-driven elegance.

ABOUT

Murex



FREEDOM IN MOTION



RIVAGE COLLECTION

Inspired by movement. Designed for freedom.

The RIVAGE Collection introduces a fresh and contemporary vision of Swiss Made watchmaking for MUREX — lighter, more fluid, and naturally modern.

Inspired by marine landscapes, open horizons, and the rhythm of movement, RIVAGE captures the spirit of escape and effortless sophistication.

Designed as a natural extension of the MUREX universe, the collection introduces a freer and more sensory interpretation of sport-chic watchmaking.

MUA679 – Men's Automatic

The MUA679 automatic model embodies the essence of the RIVAGE Collection. Combining Swiss mechanical precision with a clean and modern aesthetic, it is designed for an active, versatile, and elegant lifestyle.

Its refined proportions and contemporary sport-chic identity create a timepiece suited for both everyday wear and relaxed luxury moments.

ABOUT *Geovani*

GEOVANI
SWITZERLAND

DESIGNED TO SHINE



GOL597-D COLLECTION

Where time becomes jewelry

The GOL597-D Collection reflects GEOVANI's vision of modern feminine elegance, where Swiss precision meets jewelry-inspired design.

Created for women who seek sophistication, individuality, and emotional luxury, the collection transforms the watch into a true style signature.

Defined by its softly rounded square case, luminous diamond-set bezel, and delicate pastel dial variations, the collection combines contemporary refinement with timeless femininity.

GOL597-D

The GOL597-D embodies the evolution of women's jewelry watches in 2026 — elegant, expressive, and designed to accompany modern lifestyles.

Powered by a reliable Swiss quartz movement and enhanced with 132 white diamonds, the watch balances everyday wearability with the brilliance of fine jewelry.

THE EVOLUTION OF SWISS WATCHMAKING IN 2026

In 2026, Swiss watchmaking continues to evolve toward stronger emotional connection, contemporary aesthetics, and lifestyle-driven design.

Consumers increasingly seek watches that combine technical legitimacy with personal expression, versatility, and modern identity.

RIBA WATCH GROUP embraces this evolution through collections that merge Swiss precision with emotional storytelling, accessible luxury, and distinctive design languages.

Across all brands, the group promotes a vision of watchmaking that is contemporary, expressive, and internationally relevant.

RIBA WATCH GROUP

A shared vision of modern Swiss Made watchmaking
By bringing together complementary brands and identities, RIBA WATCH GROUP continues to expand its presence in contemporary Swiss horology.

The group's 2026 collections reflect a shared ambition:

- To preserve Swiss watchmaking excellence
- To modernize design and product identity
- To create emotional connection through storytelling
- To offer accessible and distinctive luxury experiences

RIBA WATCH GROUP continues to shape a future where Swiss Made craftsmanship meets the expectations of a new generation of watch enthusiasts worldwide.

PRESS CONTACT

Mr TAHER Wasfi
CEO - Président
du Groupe RIBA WATCH
info@ribawatch.com

Mr TAHER Rami
General Manager - Directeur Général
du Groupe RIBA WATCH
marketing@ribawatch.com

