HOME WATCHES WELCOMES TRAVIS RICE

hOme watches is extremely proud to announce the arrival of Travis Rice to its exclusive team of Unique Individuals. Travis is joining top Snow Riders Gigi Rüf & Mark Sollors, as a key part of the hOme family of athletes and lifestyle personalities.



Travis is known for being one of the most progressive riders in the world. He is a legend. And his love of exploration, of constantly pushing the boundaries, has spilled over into many and varied pursuits. He owns and currates A Symbol gallery, a vehicle for visual artists and connoisseurs of surf, skate, snow lifestyle (*asymbolgallery.com*).
He created Supernatural, a premier snowboarding event focused on big mountain freestyle.
He sails a boat like a pirate and comes to the aid of damsels in distress. Legend.

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"Travis is much more than an extraordinary athlete to us, he represents uncompromised passion and commitment – the very fuel behind hOme's sensibility. It's hard to think of a better match" comments hOme's CEO and co-founder Eddy Dousse.

The breaking news comes as a perfect follow-up for hOme only three months after having secured a distribution partnership with C3 for the US territory. True to himself Rice is as pumped as ever and already looks ahead:

"It is an honor to join two of my favorites, Gigi and Mark, to become a member of the hOme family! A new and passionate company led by brothers Eddy & Jak, along with Brusti & Steve, with a fresh new vision, rooted in Swiss Precision. With C3's support and a new level of standards for the market, I truly look forward to spending my future collaborating at hOme."

"Travis Rice deserves the most respect in snowboarding to date. Welcoming Travis to complete the hOme penguin team along with Mark Sollors is gonna make for a good time." Gigi Rüf

"Travis' drive for perfection combined with his approach of making the impossible possible suits the credo at hOme. A unique snowboarder, a great visionary and a good friend is joining the crew." Patrick Armbruster

ABOUT HOME

Founded by Swiss brothers Jak and Eddy Dousse and their Canadian friend Steve Harris, hOme is a lifestyle accessory brand concentrating on fine Swiss watchmaking. Anchored in the boardsports lifestyle with extended views on fashion, hOme believes in telling stories through the products they make.
Come and have a look on *www.whereishome.com*

ABOUT C3

C3 is the parent company of CAPiTA, Coal Headwear, Union Bindings and hOme Timelab.
You can contact them directly regarding hOme via e-mail at *home@c3ww.com* or phone *206.632.1601*.

FOR MORE INFO
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