TRAVIS RICE TO STAR IN HIS FIRST HOME COMMERCIAL

To celebrate the arrival of international snowboard icon Travis Rice on its team of Unique Individuals, hOme presents their second lifestyle commercial, shot in the highest quality in the quintessential hOme of time pieces, Zürich - Switzerland. Directed by creative mastermind Martin Luchsinger - Yeahh Productions, the 2 minute video pictures a castle, a Ferrari and a genuine butler and is guaranteed to surprise you.



"From the very first conversation we had about this project, we knew we wanted to play around Travis' superstar status. So we gathered all these things we obviously couldn't afford to make something that would resonate with hOme's values: quality & simplicity with our own twist of humour." Eddy Dousse, co-founder and CEO of hOme watches.

"The past year we have been playing around with this concept and this summer everything lined up to go shoot it with the amazing Martin Luchsinger. Like this cinematic short, hOme sprouted from an authentic source and I am proud to be on such a well rounded team. It is these values that will continue to steer hOme on her course, and what brought about the theme of this short. Taking life with a style forward, humble appreciation and raised eyebrow of lighthearted sarcasm. Oh, and did I mention the cheese? Switzerland has really good cheese! Keep it real time..." Travis Rice, being himself.

You can watch it on *www.whereishome.com*, and *www.vimeo.com/channels/homewatches* as well as every other good place on the web. Travis is proudly accompanied by the other Unique Individuals in the hOme family: Gigi Rüf, Mark Sollors, Patrick "Brusti" Armbruster & Robjn Taylor. [direct link to the video: *https://vimeo.com/51986918*]

ABOUT TRAVIS RICE

Globally recognized as one of the greatest Snowboarders of all time, Travis Rice is the perfect addition to the hOme team. Whether he is picking a unique line, producing the most progressive events such as NBC's Redbull's Supernatural or working on the third installment of the "That's it, That's all" / "Art of Flight" Trilogy, Travis is always the creator of new ideas and innovative products.

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. **The door is open, welcome hOme.**

FOR MORE INFO: Please email Ingrid, our legendary secretary: *ingrid@whereishome.com*

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