



Rodeo Drive - The Podcast presents

Resetting the Clock: Amanda Mille Expands the Richard Mille Family



Left: Amanda Mille, Richard Mille Director of Brand and Partnerships; right: View of Rallye des Princesses Richard Mille 2023, photo by Mathieu Bonnevie, courtesy Richard Mille.

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(Beverly Hills, CA, September 6, 2023) – The Rodeo Drive Committee announced today the launch of ***Resetting the Clock: Amanda Mille Expands the Richard Mille Family***, the latest episode in season 4 of Rodeo Drive - The Podcast.

Richard Mille pioneered a new era of watchmaking with the 2001 launch of the RM 001 Tourbillon, which set a standard for today's billionaires' handshake. The Swiss company is also a close family business, with sons Alex and Guillaume involved, and brand direction and partnerships now helmed by Mille's daughter Amanda.

Amanda Mille sat down with *Rodeo Drive: The Podcast* to talk about maintaining the image of the world's most advanced and most expensive watches, through creative partnerships with ambassadors including Michelle Yeoh, Charles Leclerc, Nelly Korda, and Rafael Nadal, who form the company's extended "family."



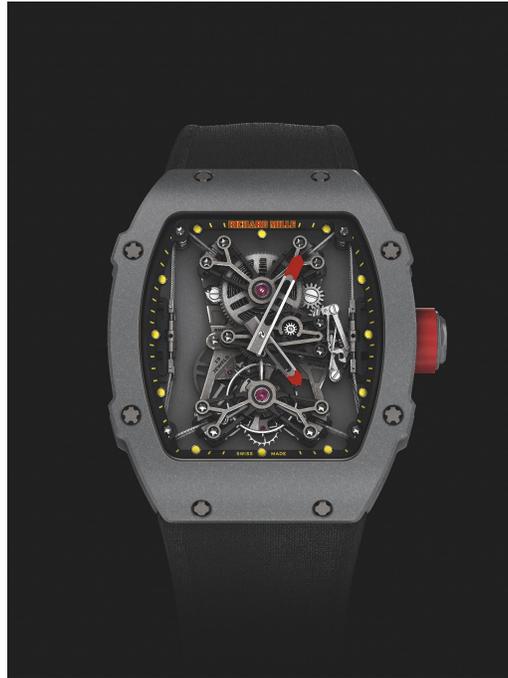
Nelly Korda wears the RM 07-04, courtesy Richard Mille.

Mille tells host Lyn Winter about a journey into her father's business that began with a move to the Middle East and is full of unexpected moments, like a phone call from Jeremy Strong, Kendall Roy in *Succession*, about wearing a Richard Mille watch as an expression of his character. He said "we need something a bit more classical in a way, but with a push of modernity," recalls Mille. She chose to give the detail-obsessed actor an RM 67-01. It was perfect. "Platinum, of course, added the kind of powerness behind *Succession* and all the stories happening to his character."

She also shares the deep, creative relationships with the athletes that sport, literally, Richard Mille watches, helping perfect the product while performing at their best. "When you have someone like Yuliya Levchenko doing high jumping, you need to be sure that the watch doesn't move on the wrist and is still comfortable...Our partners are the only ones that are able to give us the feedback that even a machine will never tell you."

The Mille family is deeply connected with motor-racing, with brand relationships with Formula One and Le Mans. Amanda Mille shares her love of motorsport and driving, and promises to bring the 100% female, Rallye Des Princesses Richard Mille to California. "I have to say it's probably one of the best events ever," says Mille.

Finally, she talks about the exclusivity of the company's watches that involve many years of research and development at the end of which come very few new pieces. The wait can be long and tantalizing for people who order one. "We are not laughing at the fact that people are frustrated at not being able to get the watch. We know how difficult it is. But we also know how difficult these watches are to be made," says Mille.



RM 27-01 Rafael Nadal, courtesy Richard Mille.

The Richard Mille Beverly Hills boutique is located on Two Rodeo Drive at 222 N. Rodeo Drive.

Season Four of *Rodeo Drive – The Podcast* is presented by the Rodeo Drive Committee with the support of The Hayman Family, Two Rodeo Drive, Beverly Wilshire, A Four Seasons Hotel, and the Beverly Hills Conference & Visitors Bureau.

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The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

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