

RAYMOND WEIL CELEBRATES PARTNERSHIP WITH ELLE THROUGH A LIVE PERFORMANCE BY DIANE BIRCH



Diane Birch wearing a RAYMOND WEIL *noemia*

Swiss watch brand RAYMOND WEIL partnered with ELLE to kick off their first Music x Style event series with an intimate live performance by Diane Birch and DJ set by Mia Moretti. The event, held at Mister H at Mondrian, SoHo, on September 10th, during New York Fashion Week, welcomed friends of ELLE including stylists, bloggers, and fashion insiders.

On this occasion, soulful young Brooklyn songstress Diane Birch wore a sparkling RAYMOND WEIL *noemia* which she said would be her secret weapon for getting to shows on time.

RAYMOND WEIL has always placed music at the centre of its universe and seen it as a force that brings people together and changes the world. Music and luxury watchmaking have a lot in common: the creativity of the artist – musician, composer, designer, watchmaker – and the precision needed to achieve the highest performance. This ELLE Music x Style event symbolizes everything that the Brand stands for and brings to life the multi-faceted personalities of RAYMOND WEIL in terms of supporting all music genres and using these as inspiration.

RAYMOND WEIL
GENEVE

About RAYMOND WEIL

Founded in Geneva in 1976, the Swiss family-owned company, RAYMOND WEIL, enjoys a special position in the exclusive world of luxury watch making. A collection of refined timepieces that embody an elegant and contemporary blend of elements that inspires emotions with both customers and partners. Precision is the inspiration for the continued horological mastery that is RAYMOND WEIL.

RAYMOND WEIL, both nationally and internationally, has created a strong presence in the arts, with music at the heart; evident through with the naming of their collections and with various sponsorships, including the BRIT Awards, VH1 Save The Music Foundation, WIRED, Elle Women In Music and *Live From the Artists Den*.

RAYMOND WEIL prides itself in aestheticism, bringing together the core elements in the excellence of Swiss luxury craftsmanship: precision, quality, reliability, nobility and technicality.

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