

## RAYMOND WEIL ANNOUNCES PARTNERSHIP WITH THE ARTISTS DEN



Sheryl Crow wearing a rose gold PVD RAYMOND WEIL *jasmine*  
during the taping of *Live from the Artists Den*

Luxury Swiss watchmaker RAYMOND WEIL further strengthens its commitment to the world of music by announcing its partnership with Artists Den Entertainment, an innovative music platform best known for presenting *Live from the Artists Den*, a televised concert series featuring extraordinary artists performing in non-traditional settings. RAYMOND WEIL will partner with the Artists Den for the upcoming seventh season that will air nationwide in 2014.

Since its launch on U.S. public television in 2009, *Live from the Artists Den* has become a three-time New York Emmy-nominated series which has rapidly expanded online and internationally. The Artists Den shows are unique in that they are invitation-only and free. Audience members are selected randomly from the Artists Den's mailing list.

*"We are so thrilled to join the Artists Den family, not only for their association with the arts but for the unique way in which they celebrate music, the artists, and their craft. Each concert is curated for the artist and the city in which they perform, and each ticket holder feels special to have won a lottery. The overall sensation of attending a performance in such unique venues really emphasizes the brilliance behind the Artists Den series. Coming from a true music loving family, we appreciate the whole experience this series offers and cannot wait to share it with our fans."* - Says Elie Bernheim, Director – RAYMOND WEIL.

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The Brand celebrated its partnership with the Artists Den during New York Fashion Week with a special powerhouse performance by nine-time Grammy Winner Sheryl Crow on September 9<sup>th</sup>. In the taping of an episode of *Live from the Artists Den* and on the eve of the release of her new album, *Feels Like Home*, Sheryl Crow gave an extraordinary performance to an intimate crowd of 600 invited audience members in the ornate Grand Ballroom of The Plaza Hotel. This event launched RAYMOND WEIL's multi-channel media campaign involvement with the Artists Den.

*"We are honored to welcome RAYMOND WEIL as an official partner of Live from the Artists Den and to celebrate our shared passion for music through a new season of exceptional performances in extraordinary settings. The gift of music, like an elegant Swiss made RAYMOND WEIL watch, is something that touches each of us uniquely and lasts a lifetime. We are delighted to bring their spirit and values into the Artists Den family."* – **Says Mark Lieberman, Founder and Executive Producer – The Artists Den.**

The 7th Season of *Live from the Artists Den*, which includes Sheryl Crow's performance, is scheduled to air in early 2014. RAYMOND WEIL will have broadcast presence through television spots that will bookend the airing of every episode. Performances with other leading artists will be announced through the end of 2013.

#### **Notes to Editors:**

#### 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 inspire 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, WIRED and the VH1 Save The Music Foundation. RAYMOND WEIL prides itself in aestheticism, bringing together the core elements in the excellence of Swiss luxury craftsmanship: precision, quality, reliability, nobility and technicality.

#### About the Artists Den

*Live from the Artists Den* is an acclaimed music television series in its seventh season that features popular recording artists performing in non-traditional settings throughout North America. *Live from the Artists Den* broadcasts nationally on PBS in 93% of US homes and

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internationally in over 200 mm homes including the UK, Japan, Germany, Australia, New Zealand, Canada, Israel and Latin America.

Featured artists have included Adele, Mumford & Sons, Norah Jones, Soundgarden, Kid Rock, Robert Plant, Elvis Costello, Ringo Starr, Death Cab for Cutie, and Tori Amos. Featured venues have included Graceland, the first art museum in America, a Masonic temple, a former Archdiocese cathedral, a 1930s silent movie theater, the world's oldest merchant sailing vessel, the New York Public Library, and the Metropolitan Museum of Art. A full listing of previously featured artists, TV episodes, and venues can be viewed at [www.artistsden.com](http://www.artistsden.com)  
For press on the latest TV season visit [www.artistsden.com/press](http://www.artistsden.com/press)

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