



## RAYMOND WEIL EXTENDS ITS PARTNERSHIP WITH THE BRIT AWARDS UNTIL 2016



24 January 2014: RAYMOND WEIL, the luxury Swiss Watchmaker, today announced the extension of its partnership with the BRIT Awards with MasterCard, until 2016 in its role as the Official Watch & Timing Partner to the UK's most prestigious music awards ceremony to celebrate the best of both British and international music talent at The O2 Arena on 19 February.

For 2014, RAYMOND WEIL has confirmed it will launch a nationwide advertising campaign from the beginning of February designed to heighten awareness of the Brand's association with the BRIT Awards throughout the UK's largest cities including; London, Manchester, Glasgow, Birmingham, Leeds, Newcastle and Liverpool.

RAYMOND WEIL has designed a unique celebratory BRIT Awards timepiece that is limited to 85 pieces only and which will be presented to nominees, presenters and performers backstage at the show. The inspiration for this years limited edition BRIT Awards 2014 timepiece has come from the Brands most aspirational family *nabucco*; a timepiece that exemplifies the absolute best of the Brand's watchmaking know-how, craftsmanship and design excellence. For the first time ever, RAYMOND WEIL and the BRIT Awards organisers will retail a very select number of pieces exclusively through Goldsmiths branches nationwide.

*"We are delighted to announce our continued partnership with the BRIT Awards. Music and watchmaking have a lot in common. Whether it is the inspiration that comes from the artist or designer and watchmaker or the precision needed to achieve the highest of*

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*standards. The BRIT Awards has played a significant role in the success of our Brand over the past eight years and we are excited about executing our campaign plans over the next three years as an important part of our global music marketing strategy.” – Says Elie Bernheim, Director – RAYMOND WEIL*

*“This announcement is fantastic news and the timing could not be more appropriate as we countdown to the 2014 show. We welcome for the eighth year in succession RAYMOND WEIL as our Official Watch & Timing Partner and we are delighted to extend our association with such a universally known brand.” – Says Maggie Crowe, Director – BPI*

#### Notes to Editors:

#### RAYMOND WEIL

Founded in Geneva in 1976, RAYMOND WEIL is one of the last remaining independent family-owned and family-operated Swiss watchmaking companies. Based in Geneva, home of Switzerland’s most prestigious watchmakers and of the industry’s topmost expertise in component and material supply, the Brand enjoys a unique position in the exclusive world of luxury with a collection of refined timepieces that embody an elegant and contemporary blend of elements inspiring emotions with both customers and partners.

Music has always been at the centre of the RAYMOND WEIL universe. This is borne out by the names of the Brand’s collections - taken from famous operas such as *nabucco* and *parsifal*, or with music connections, such as *maestro* and *jasmine* – and the various music partnerships RAYMOND WEIL has signed with iconic musical venues, exclusive musical awards ceremonies, live music platforms and music related charities.

Emotions, precision, performance: these are the values common to music and watchmaking that RAYMOND WEIL wishes to share with its customers

#### For further information:

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