

TOCCATA BY RAYMOND WEIL



This year, following in the footsteps of the great composers, RAYMOND WEIL presents its new *toccata*. With this entry collection, the Brand intends to promote its watchmaking know-how among a wider audience, respecting the tradition handed down from generation to generation within this family company. The notes of this *toccata* ring out among the most beautiful creations of the music-loving watchmaker...

RAYMOND WEIL pays homage to the source of its inspiration right from the beginning, by celebrating the one who is behind every great musical work – the composer. Quality finish and sober design, the *toccata* embodies the Brand's boldness and creativity. The tempo of this collection reflects the presence of gents and ladies models, which are distinguished by their elegant simplicity and timeless style.

Equipped with a quartz movement, *toccata* combines subtlety accessibility and quality. The beautifully rounded case is available in 29, 39 and 42mm diameters in steel or yellow gold PVD coated steel. The refinement of the case and its pure lines blend harmoniously with the rounded sapphire crystal, the hallmark of this collection. The dials display a simple but precise musical score under the baton of the



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orchestra's conductor, which sweeps back and forth incessantly over the indexes or Roman numerals. The model with a black galvanic dial and matching leather strap or steel bracelet exudes a rare elegance. The grand finale of this score is an all steel model with a satin-sunray silver dial, punctuated with a small seconds at 6 o'clock, classic and yet contemporary.

With this launch, RAYMOND WEIL is developing the entry price segment of its collection, while maintaining production quality and precision. Musically, this collection is celebrating the artistic spirit behind every creation, whether in watchmaking or in music.

RAYMOND WEIL releases its new *toccata*...

## Notes to Editors:

### RAYMOND WEIL

Founded in Geneva in 1976, RAYMOND WEIL is one of the last remaining Swiss independent family-owned and family-operated 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 musical connotations, such as *maestro* or *jasmine* — and the various musical 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 clients.

### For further information:

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