

RAYMOND WEIL CELEBRATES IN STYLE AT THE BRIT AWARDS 2014



Nile Rogers with his RAYMOND WEIL BRIT Awards 2014 Limited Edition *nabucco* watch

19 February 2014: RAYMOND WEIL, the Swiss luxury watchmaker, last night celebrated its eighth year as the Official Watch & Timing Partner of the BRIT Awards by giving a unique special edition BRIT Awards timepiece to some of the most recognised names in the music business backstage at this year's star studded awards ceremony held at London's O2 Arena.

To mark its continued status as the Official Watch & Timing Partner of the BRIT Awards, RAYMOND WEIL has created two special edition timepieces, one for ladies and one for gents, inspired by the style and innovation of the UK's most internationally recognised awards ceremony that each year honours the elite of the UK and international music scene. This year, the RAYMOND WEIL BRIT Awards special editions emanate the power and nobility of the Brand's most aspirational family, *nabucco*. Dedicated to individuals with strong personalities, this prestigious collection embodies bold and charismatic architecture, combining strength and audacity.

The RAYMOND WEIL special edition timepieces were given to: *Rizzle Kicks, Ella Eyre, Labrinth, Emeli Sande, Tinie Tempah, Zane Lowe, Sam Smith, Nile Rogers, Pharrell*



Williams, John Newman, Elie Goulding, Bastille, Jake Bugg, Disclosure, AlunaGeorge, Beyonce, Bruno Mars and Arctic Monkeys.

RAYMOND WEIL joined forces with internationally renowned German engineering sound specialists Sennheiser who have applied decades of experience and innovative science to create a special edition set of headphones entitled the 'Bespoke Sennheiser Momentum Blacks' to accompany the RAYMOND WEIL BRIT Awards Limited Edition timepieces in a unique exhibition watch box that celebrates RAYMOND WEIL's continued partnership with the BRIT Awards.

"We are delighted to continue our partnership with the BRIT Awards in to its eighth year. 2013 was an exceptional year for RAYMOND WEIL and for British music and we are proud to have been part of this year's ceremony that honours the achievement of those artists that have really shone. The immensely positive response to this year's BRIT Awards special edition timepieces is a reflection of the importance we give to quality, innovation and creativity, values also recognized by the music industry's BRIT Awards" – Says Elie Bernheim, Director – RAYMOND WEIL.

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.

BRIT – British Record Industry Trust

The BRIT (British Record Industry Trust) Awards is organised by the BPI – the British recorded music industry association – which has over 400 record company members large and small who between them account for in excess of 90% of UK recorded music sales.



The BRIT Awards 2014 with MasterCard will be the 34th BRIT Awards, which has raised more than £14.5m for The BRIT Trust charity, whose main beneficiaries are the BRIT School for Performing Arts & Technology www.brit.croydon.sch.uk, Nordoff Robbins Music Therapy www.nordoff-robbins.org.uk and other selected charities which match the mission criteria.

Over 8,000 young people have been given free education and the opportunity to enter the BRIT School since its opening in 1991 and more than 10,000 children and adults have been helped by the extraordinary music therapy work carried out by Nordoff-Robbins.

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