

RAYMOND WEIL

GENEVE

ELIE BERNHEIM, GRANDSON OF THE FOUNDER, TAKES OVER AS HEAD OF RAYMOND WEIL



Thursday 10 April, 2014 – Elie Bernheim, grandson of the eponymous founder of the independent watch Brand, RAYMOND WEIL, is proud to take over the reins from his father Olivier Bernheim, and lead the family Company. This act sets the stamp of the third generation at the head of the Swiss watch Brand. Elie Bernheim was named as Chief Executive Officer (CEO) on 8 April, 2014.

Elie Bernheim joined the Company in 2006 after graduating from the prestigious Hospitality Management School of Lausanne. Representing the third generation of the family Company, Elie Bernheim – grandson of Mr Raymond Weil – has been the guarantor of continuity of the Brand's heritage, founded on the watchmaking know-how and unflinching adherence to its values.

With expertise in watchmaking, marketing and company management, Elie Bernheim was in charge of the development and optimization of the global strategy for RAYMOND WEIL during recent years. It was in the context of a continuing respect for this heritage firmly entrusted to him, which has constituted the cornerstone of the remarkable success of this watchmaking Brand over the years, that Elie Bernheim embarked on his career in the Company. Respecting the founding values remains essential to his vision for the future. This



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is what will seal the success of all the dynamism, ambition and energy that he hopes to harness for the benefit of the family Company.

While analytical and pragmatic, Elie Bernheim is nonetheless passionate about life, the Arts and music. Essentially inherited from his mother, who is a professional pianist, the passion for music is today breathing a new lease of life, animating each new product development or marketing positioning.

Elie Bernheim succeeds his father Olivier Bernheim, who proudly passes on the baton. Olivier Bernheim joined the family Company in 1982. He became President and CEO of RAYMOND WEIL in 1996 and will remain President of the Board of Directors and Company consultant.

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Founded in 1976, RAYMOND WEIL is one of the last independent, Swiss family watchmaking companies. Based in Geneva, cradle of the most prestigious names in Swiss watchmaking and of the most esteemed experts in the area of components and the provision of materials, the Brand occupies a prominent place in the exclusive world of luxury watchmaking, thanks to its collection of refined timekeepers, which combine elegance with contemporary elements, arousing the emotions of both clients and partners.

Music has always been at the heart of RAYMOND WEIL's universe, as can be seen with the names of the different Brand collections, taken from famous operas, such as *nabucco* and *parsifal*, or the musical connotations, *maestro* and *jasmine*, as well as the numerous musical partnerships that RAYMOND WEIL has had, particularly with iconic concert halls, prestigious prize awards, online music platforms and charitable activities linked to the music world.

Emotions, precision and performance: these are the values common to both music and watchmaking that RAYMOND WEIL aspires to share with its clients.

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