

# RAYMOND WEIL

GENEVE

## RAYMOND WEIL CELEBRATES MUSIC DAY!



RAYMOND WEIL is proud to celebrate its first RAYMOND WEIL Music Day this year. As part of its ongoing wish to support music of all kinds, the Swiss family-owned and family-operated watchmaking Company invites its aficionados to take part in a unique contest on the Brand's website to win exclusive tickets for highly awaited music concerts around the world on June 21<sup>st</sup>, 2014.

Whether it be Eric Clapton in Glasgow, Vanessa Paradis in London, Zac Brown Band in New York, Maroon 5 in Montreal, L'Arte del mondo & Xavier de Maistre in Istanbul, Karen Mok in Changsha or Eason Chan in Xiamen, participants will have the chance to experience a unique classical, pop, rock or jazz concert on Music Day on June 21<sup>st</sup>, 2014. The contest will be opened from June 2<sup>nd</sup> to June 16<sup>th</sup> on RAYMOND WEIL's website ([www.raymond-weil.com](http://www.raymond-weil.com)). Participants will simply need to register and choose the concerts they would like to attend. To further engage the community during this viral campaign, the Brand invites winners to share their experience on social media by using the dedicated hashtag #RWMusicDay, created specifically for this event. By sharing the information on social platforms, participants will increase their chances of winning. The winners will be contacted on June 16<sup>th</sup> and will then receive their tickets for the highly awaited music event of their choice.

Music is not only part of the Brand's DNA; it has been RAYMOND WEIL's source of inspiration since the beginning. Collections named after famous operas, partnerships with some of the most recognized concert halls, exclusive music award ceremonies, live music platforms and music-related charities or creation of limited editions with artists: music inspires every new product development or marketing orientation at RAYMOND WEIL.



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This year, the music-loving watchmaker further enriches its “music box” and celebrates its dear passion on the occasion of Music Day, setting the stamp of the first RAYMOND WEIL Music Day.

RAYMOND WEIL is proud to help promoting music of all genres internationally and thus please its community. Follow the beat of the Brand’s musical universe and join RAYMOND WEIL in celebrating music on June 21<sup>st</sup>, 2014!

## List of concerts:

### UK

- Eric Clapton at The SSE Hydro, Glasgow
- Vanessa Paradis at The Forum, London
- Dolly Parton at Phones 4 U arena, Manchester
- Dizzee Rascal at Eden Project, Bodelva, Cornwall

### USA

- Zac Brown Band at Flushing Meadows, New York

### Canada

- Maroon 5 at Centre de la nature, Laval, Montreal

### China

- Stefanie Sun at Chongqing Olympic Sports Center, Chongqing
- Wang Feng at Dalian Jinzhou Stadium, Dalian
- Karen Mok at Hunan Grand Theatre, Changsha
- Khalil Fong at The Mercedes-Benz Arena, Shanghai
- Eason Chan at Xiamen Sports Center Stadium, Xiamen
- China Philharmonic Orchestra at Forbidden City Concert Hall, Beijing

### Hong Kong

- TWGHs. Jue Yao. HKSO Charity Concert “Our Stage Our Care” at Hong Kong City Hall Concert Hall, Hong Kong
- The Hong Kong Philharmonic Orchestra at Hong Kong Cultural Centre Concert Hall, Hong Kong

### Taiwan

- Ricky Hsiao at Yuanlin Performance Hall, Changhua
- Taipei Philharmonic Orchestra at Taipei Philharmonic Orchestra Culture Hall, Taipei

### Turkey

- L’Arte del mondo & Xavier de Maistre at Hagia Eirene, Istanbul



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## 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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