

RAYMOND WEIL CELEBRATES IN STYLE AT THE
LONDON MUSIC AWARDS IN BENEFIT OF THE
MAYOR'S MUSIC FUND



RAYMOND WEIL, Luxury Swiss watchmaker, last night joined forces with The Mayor of London, Boris Johnson to host an inaugural fundraiser, the London Music Awards, a glittering celebration of the capital's musical talent that was held at the London's iconic music venue - the Roundhouse, Camden.

Hosted by Mayor Boris Johnson, the RAYMOND WEIL sponsored event recognized the achievements of London's aspiring young musicians, its rising stars and legendary performers from all genres of music.

A host of stars and music industry insiders attended the sell-out event that was organized in a partnership between the Mayor of London and RAYMOND WEIL to raise money for the Mayor's Music Fund. The money raised last night will ensure the future development of the Capital's aspiring musicians for years to come. In just two years, the charity has given out grants worth £1.3m, benefiting over 14,000 young musicians.

Jazzie B, founder of chart topping dance music pioneers *Soul II Soul*, received the London Legend accolade, *Sir Antonio Pappano*, Music Director of the Royal Opera and The Orchestra of the Academia Nazionale di Santa Cecilia, was recognized for his Exceptional Contribution to Music and *Lord Lloyd Webber* was awarded in the Individual Philanthropy category.

London's eclectic music scene was reflected in the diversity of the award winners. 26 year-old *Kimberley Anne* from Bromley won Young Composer/



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Songwriter (sponsored by RPS for Music) for her acoustically based indie sound and the raw passion of her homemade instruments built in her bedroom studio. Lewisham-based **Femme**, 24 took the RAYMOND WEIL Rising Star award, thanks to her Debbie Harry inspired pop hooks and bright productions. The undiscovered Talent award sponsored by Live Nation went to **Natalie Shay** who, at just 15 years old and studying for her GCSEs at the BRIT School, has caused a stir with her live sets across the capital.

The Mayor of London Boris Johnson says *"I am immensely proud of the work that the Mayor's Music Fund is doing and has done this evening. To reach so many young people in such a small space of time is a colossal achievement. The London Music Awards with RAYMOND WEIL are more than celebrating the success of the award winners and it is more than a fundraiser, it is an opportunity to rejoice in London's fabulous musical achievements and to inspire budding musicians across the city."*

Further awards were presented to Daniel Aidoo, James Lynch, Charles Campbell-Peak and Bishal Debnath, who won the Outstanding Mayor's Music Scholars award, a category sponsored by ABRSM (Associated Board of the Royal Schools of Music) and were also recognized in the corporate philanthropy category alongside Brass Tracks, a collaboration between the boroughs of Hounslow and Sutton and Zone One Brass. The final award was for Best Live Music Venue, which was voted for by Time Out readers and won by Union Chapel in Islington.

"We are absolutely thrilled with this evening's London Music Awards. For RAYMOND WEIL to be able to assist with creating such a unique platform that not only raised a substantial amount of money for the Mayor's Music Fund but also to develop a partnership that heightens awareness of the diversity of the musical talent in London is just so rewarding for everyone involved in the Capital's music scene" – **Says Craig Leach, UK CEO – RAYMOND WEIL**

The London Music Awards are being organized to raise money for the Mayor's Music Fund, which develops the skills of talented children across the capital. Funds raised are spent on lessons and instruments, as well as giving recipients exposure to other musicians and the opportunity to perform with bands and orchestras.

RAYMOND WEIL's involvement with the London Music Awards stems from years of support for the music industry. As the Brand that has always had music at its heart, RAYMOND WEIL continues to collaborate with the music industry's emerging talents, most prestigious artists, music awards ceremonies and music based charities.



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Notes to Editors:

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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 some of the most recognized concert halls, exclusive music 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.

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