

RAYMOND WEIL BRINGS MUSIC INTO ITS WATCHES WITH THREE UNIQUE MUSIC SPECIAL EDITIONS

Swiss family-owned and family-operated watch Company RAYMOND WEIL is delighted to present its Music Special Editions and thus further enrich the Brand's music box with timepieces that feature musical elements. RAYMOND WEIL worked in close collaboration with three talented artists to give birth to these exclusive Music Special Edition timepieces.

Freelancer Cello Music Special Edition Watch

The first Music Special Edition timepiece is a 45mm *freelancer* equipped with a mechanical movement with chronograph, day and date complications and a 46 hour power reserve. Its titanium case hosts a grey dial with indexes and sits on a genuine leather strap. This *freelancer* presents an exhibition case-back featuring the signature of the artists who have collaborated with RAYMOND WEIL on the creation of this Cello Music Special Edition timepiece – **cello duet 2Cellos**. This Cello Music Special Edition timepiece offers exclusive design features: 4 **strings** of a cello wrapped around the dial are caressed by a red **bow**-shaped chronograph hand. The day and date indicators are shaped like the **bridge** on which rest the strings of the instrument. A **scroll-like** decoration wraps around the seconds sub dial.

2Cellos is a virtuoso Croatian cello duo composed of Luka Šulić and Stjepan Hauser: <http://www.2cellos.com>. They first attracted attention when they posted a cover of Michael Jackson's Smooth Criminal to YouTube. The video went viral and they were invited to perform on major TV shows and were consequently contacted by Elton John who offered them to tour the world with him.

This Cello Music Special Edition *freelancer* will benefit 2Cellos' very own charity that aims at providing easy access to musical instruments and at developing the practice of music.

Maestro Guitar Music Special Edition Watch

The second Music Special Edition is from the *maestro* collection and consists of a 39.5mm stainless steel case that houses a bespoke RW4200 mechanical automatic movement with a 38 hour power reserve. An aperture in the dial highlighted with rose gold plating offers a view on the cogs and intricacies of RAYMOND WEIL's Swiss made timepiece. A fine intricate design that recalls the **rosette** of a guitar beautifully wraps around the inner dial. A rose gold plated **plectrum** points at the 6 o'clock position and seems ready to strike the **string motif** that circles the dial on which rose gold indexes rest in a **fret**-like fashion.

Musician **Miloš Karadaglić**; <http://milosguitar.com>, award-winning classical guitarist and exclusive Deutsche Grammophon recording artist, is widely regarded as the leading talent in classical Spanish guitar. He performs all over the world and plays with the Royal Scottish Orchestra, the London Philharmonic and the Hong Kong Philharmonic orchestras. Miloš is a patron of the Mayor of London's Fund for Young Musicians – one of RAYMOND WEIL's partner charities.

This Guitar Music Special Edition timepiece was designed to raise awareness and much needed funds for his preferred charity, **Mladost Orphanage in Montenegro**: <http://www.dombijela.me>



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whose aim is to provide a safe place for its residents to benefit from social support, high quality education and professional non-parental care.

Freelancer Electro Music Special Edition Watch

The third Music Special Edition is a bespoke *freelancer* timepiece created in partnership with English artist **Labrinth**: <http://www.labrinthofficial.com>. This exclusive watch offers a 42mm stainless steel case that features a satin finished rose gold PVD plated steel bezel and crown. The case houses a RW4200 automatic mechanism with a 38-hour power reserve. It offers a crystal case-back featuring Labrinth's signature. The inner dial features Labrinth's very own three-dimensional **labyrinth pattern** on a silver background. A **music equalizer motif** spreads around the dial, gently stroked by the regular beat of the hands. Being a *freelancer*, the Electro Music Special Edition aims at independence and free spirit.

Labrinth is an English singer-songwriter, multi-instrumentalist and record producer based in London. Since the beginning of his career in 2009, he has had several singles reaching the first positions of the charts and has collaborated with internationally-acclaimed artists such as Emeli Sandé, Gary Barlow and Ed Sheeran.

The Electro Music Special Edition was designed to support **KORI**: <http://www.kori.org.uk/>, a charity very dear to Labrinth. Launched in 2002 the charity supports and educates children from the Borough of Harrigey, London.

Thanks to his relationships with key established music players, **Elie Bernheim** RAYMOND WEIL CEO - piano and cello player himself - has succeeded in creating exclusive limited edition timepieces full of musical elements, presented in exclusive high-end boxes. Two timepieces of each Special Edition will be sold at selected auctions over the course of 2014 to raise funds to support the aims and objectives of the charities chosen by the artists themselves. 100% of the proceeds generated at auction will be donated to these charities: Mladost, KORI and 2Cellos' charity.

Emotions, precision, performance: these are the values common to music and watchmaking that RAYMOND WEIL wishes to share with its clients by inviting them to follow the beat of the Brand's musical universe and continue to spread the Brand's musical notes all over the world.

EXCLUSIVITY -> RAYMOND WEIL will be organizing an Instagram challenge from October 8th through to October 31st and offering its followers to capture a music moment and submit it with #RWInstaMusic. The winner will get to choose between one of the three Music Special Edition timepieces.



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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 center 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.

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For further information:

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