

LUXURY WATCHMAKER RAYMOND WEIL CELEBRATES AT THE BRIT AWARDS 2015 WITH MASTERCARD

26 February 2015. RAYMOND WEIL, luxury Swiss watchmaker, last night celebrated its ten year anniversary of sponsoring the BRIT Awards 2015, where the Brand continued within its role as the Official Watch & Timing Partner for the UK's most prestigious music awards ceremony that honoured the best of both British and international music talent at The O2 Arena, London.

RAYMOND WEIL presented two specially developed celebratory BRIT Awards timepieces backstage at The O2 Arena to likes of Critics Choice Winner James Bay, Madonna, Kanye West, Kim Kardashian-West, Lionel Richie, Royal Blood, Jimmy Page, Jimmy Carr, John Bishop, Kaiser Chiefs, Huw Stephens, Taylor Swift, Ed Sheeran, Sam Smith, Paloma Faith, Alt-J Melvyn Odoom, Laura Whitmore, Ricky Haywood-Williams and Labrinth.

The inspiration for this year's limited edition BRIT Awards 2015 timepieces came from RAYMOND WEIL's *freelancer* collection, a timepiece that exemplifies the absolute best of the Brand's watchmaking know-how, craftsmanship and design excellence.

In celebration of its ten-year anniversary RAYMOND WEIL launched a series of celebratory activities including an advertising take-over of The O2 Arena, a cover wrap of the Evening Standard newspaper and a highly impactful nationwide advertising campaign in cities nationwide: London, Manchester, Glasgow, Birmingham, Leeds, Newcastle and Liverpool.

"The BRIT Awards is a fantastic moment for the UK music industry to all come together to celebrate the success that it has achieved during the previous year, and it is always a pleasure to be part of those celebrations which we have been for the past ten years. Music remains our main marketing vehicle and evenings such as last night remind us why music plays such an important aspect of everyday life and why it must be supported" – Says Elie Bernheim, CEO – 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.

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