

MUSIC AND FEMININITY WITH THE NEW TOCCATA



[Swiss watchmaker](#) RAYMOND WEIL is pleased to announce its partnership with internationally renowned classic violinist Nicola Benedetti to present the new 34mm ladies watch: *toccata*. Elegant and sober, classic but timeless, the new brand ambassador perfectly embodies the [toccata](#) collection which again this year promises to be a hit.

Following the success of the launch of the collection last year, RAYMOND WEIL presents a new *toccata* watch dedicated to ladies in need of a sober and timeless yet elegant and precious timepiece. Equipped with a quartz movement, *toccata* subtly combines accessibility and quality. Now available in 34mm, the beautifully rounded steel, rose gold PVD plated steel or yellow gold PVD plated steel case blends harmoniously with the rounded sapphire crystal - the hallmark of this collection. The dials display a simple but precise musical score under the baton of the orchestra conductor, which sweeps back and forth incessantly over the diamond indexes. With its mother-of-pearl dial and satin strap, *toccata* is more feminine than ever.

RAYMOND WEIL is proud to count Nicola Benedetti as one of the Brand's musician friends and share her talent with its dear customers. Born in Scotland and of Italian heritage, Nicola Benedetti is one of the most sought-after violinists of her generation. Her ability to captivate audiences with her innate musicianship and dynamic presence,



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coupled with her poise, sensitivity and generosity have made her one of the most influential classical artists of our time. At 27 years old, she appears with many of the world's leading orchestras, festivals and conductors and has already won multiple awards over the course of her career, including the BBC Young Musician award and two Classic BRIT awards. In 2013, she was also appointed the MBE by the Queen for both her international music career and her work with musical charities. Fiercely committed to music education and to developing young talent, Nicola has formed associations with education establishments including schools, music colleges and local authorities.

*"We are proud to partner with such a talented artist who perfectly embodies our Brand's values. Nicola Benedetti joins the likes of Labrinth, Milos Karadaglic and 2Cellos as RAYMOND WEIL music ambassadors and we could not be more thrilled",* says Elie Bernheim, CEO RAYMOND WEIL.

*"RAYMOND WEIL has a long and distinguished association with supporting music and musicians, and is committed to supporting classical music into the future. I am therefore delighted to join their family of music ambassadors and to present my signature watch as part of the new toccata collection",* declares Nicola Benedetti.

Nicola's charity work for music education will be supported by the Brand throughout 2015. To celebrate this partnership, the Swiss watchmaker also created a special edition with the artist. This chocolate-brown version of the *toccata*, set with 91 diamonds, will undoubtedly catch all eyes.

Join the discussion on social media networks using **#RWNickyBenedetti**

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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.



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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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RAYMOND WEIL Genève

Public Relations and Press Department

[prdepartment@raymond-weil.ch](mailto:prdepartment@raymond-weil.ch)

