

**RAYMOND WEIL CELEBRATES ITS UK LAUNCH WITH
AMBASSADOR NICOLA BENEDETTI**



London: 19 May 2015: RAYMOND WEIL, the luxury Swiss watchmaker, yesterday announced classical violinist - Nicola Benedetti MBE, is the Brand's first female music ambassador.

Last night at London's iconic, Savoy Hotel – London, Nicola Benedetti launched her special edition timepiece, designed in collaboration with RAYMOND WEIL CEO, Elie Bernheim. To mark the occasion, Nicola performed Korngold's Mariettas Lied and Elgar's Violin Sonata before being joined by fourteen students from Jessop's Primary School in Herne Hill, South London who were thrilled to play "Spring", from the first movement of Vivaldi's The Four Seasons, live on-stage alongside Nicola.

RAYMOND WEIL and Nicola Benedetti, together, present Nicola's signature watch as part of the new *toccata* collection. The special edition *toccata* features a chocolate-brown satin strap and contrasting chocolate ironized dial, which set with 91 diamonds, makes for a truly precious and elegant timepiece, priced at £1,695. Being one of the most sought-after violinists of her generation, RAYMOND WEIL is delighted to count Nicola Benedetti as one of the Brand's artistic friends and hails her instinctive musicianship and dynamic presence.



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"We first met Nicola approximately three years ago at the Classic BRIT Awards and immediately became inspired not only by her extraordinary talent as a musician but also the wonderful philanthropic work that she undertakes on a daily basis. In September, we will unveil our partnership at retail through the launch of her special edition toccata timepiece. It has been a joy to collaborate on the design process with Nicola" – **Says Elie Bernheim, CEO – RAYMOND WEIL.**

Nicola Benedetti commented, *"This collaboration is a personal choice for me. The RAYMOND WEIL family have been dedicated supporters of music and the arts throughout their history, and CEO Elie Bernheim has a true understanding of its power. I am thrilled to partner with a company I feel so aligned with on so many levels."*

Joining existing music ambassadors, Labrinth, Milos Karadaglic and 2Cellos as the latest RAYMOND WEIL music ambassador, Nicola Benedetti, embodies the Brand's musical DNA and core values. RAYMOND WEIL has a rich history of working partnerships with the music industry, through sponsorships and activations and this passion for music is omnipresent in the entire luxury Swiss watch collection.

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

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 some of the most recognized concert halls, exclusive music awards ceremonies, live music platforms and music-related charities.



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NICOLA BENEDETTI

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, coupled with her wide appeal as a high profile advocate for classical music, has made her one of the most influential classical artists of today. With concerto performances at the heart of her career, Nicola is in much demand with major orchestras and conductors across the globe.

Winner of Best Female Artist at both 2012 and 2013 Classical BRIT Awards, Nicola records exclusively for Decca (Universal Music). The enormous success of Nicola's most recent recording, *Homecoming; A Scottish Fantasy*, made Nicola the first solo British violinist since the 1990s to enter the Top 20 of the Official UK Albums Chart. The *Silver Violin*, also enjoyed a similar success in reaching No. 30 in the UK Albums Chart simultaneously to topping the classical charts. International television appearances have been wide and varied including performing at the Opening Ceremony of the 2014 Commonwealth Games to a live audience of approximately 40,000 and TV viewing audience of 9.4million people. Nicola was appointed as a Member of the Most Excellent Order of the British Empire (MBE) in the 2013 New Year Honours, in recognition of her international music career and work with musical charities throughout the UK.

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