

**RAYMOND WEIL**  
GENEVE

**RAYMOND WEIL PRESENTS ITS NEW  
BRAND AMBASSADOR KATHERYN WINNICK**



As a brand deeply involved in the Arts from which it has been drawing its inspiration since its early days, RAYMOND WEIL is thrilled to count acclaimed TV series Vikings' leading star Katheryn Winnick as its new Brand ambassador. Her natural beauty, dynamic presence and undisputable charisma make her the perfect match for the independent Swiss watchmaker.

Canadian-born Winnick is a diverse and talented actress who has guest-starred in numerous television shows including House M.D, Bones, and Criminal Minds and appeared in several films including Love & Other Drugs. She can next be seen in the Warner Bros. feature film Geostorm. Winnick is best known for her leading role as 'Lagertha,' on History Channel's Vikings, now in its fourth season. Her role on the show has garnered her a "Best Supporting Actress" nomination at the 2015 Television Critics Choice Awards and a "Best Performance by a Lead Dramatic Actress" nomination at the 2014 Canadian Screen Awards.



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A self-made woman with a strong personality and free spirit, Winnick is an accomplished martial artist who has achieved a third-degree Black Belt in Tae Kwon Do and a second degree Black Belt in Karate. After completing her university education in Toronto, Canada, she went on to successfully pursue an acting career in New York and Los Angeles.

*"We first met Katheryn Winnick on the set of the fourth season of Vikings and immediately became inspired by her strength of character and innate beauty. She perfectly embodies our feminine collections and we are delighted to welcome her as our new Brand ambassador",* **says Elie Bernheim, CEO of RAYMOND WEIL.**

*"I am very excited about this partnership as RAYMOND WEIL shares a similar passion in celebrating the Arts, strength and beauty in women. The Brand offers elegant timepieces, which reflect style and individual personality. I am an active woman, constantly traveling and on the go. I need a watch which accessorizes and can be worn with many different outfits. RAYMOND WEIL is that Brand – beautiful watches for the active, modern woman",* **declares Katheryn Winnick.**

RAYMOND WEIL unveils Katheryn Winnick as the face of the Brand's feminine collections, including the *noemia* collection, a range of timepieces that capture elegance and understated timeless style with a touch of contemporary. Innocent and delicate yet mature and extremely feminine. The *noemia* collection reflects the modern woman while preserving its values, a challenge that RAYMOND WEIL has once again successfully assumed.

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

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## Notes to Editors:

### RAYMOND WEIL

Swiss watchmaker RAYMOND WEIL belongs to the limited circle of independent family companies creating elegant and refined watches for men and women. Founded in 1976 and now under the leadership of the founder's grandson, Elie Bernheim, the Geneva-based Company continues to develop and consolidate its status among the leading names of the Swiss watch industry.



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With almost 40 years of experience, RAYMOND WEIL benefits from Switzerland's centuries of carefully handed-down watchmaking skills and know-how. Precision, quality, reliability, nobility and technical nature of the materials are many standards that RAYMOND WEIL combines to meet the prerequisites of the much sought-after "Swiss made" label.

From its early beginnings, RAYMOND WEIL has been imbued with a deep affinity for music and the Arts. The Swiss watchmaker composes its timepieces the way musicians compose their chef d'oeuvres and demonstrates its musical and artistic influences through its various collections. Music drives the Brand's creativity and is also at the heart of all its partnerships worldwide with renowned artists, iconic music brands, emblematic concert halls, awards ceremonies and music-related charities.

**For further information:**

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