



RAYMOND WEIL CELEBRATES ITS SECOND WIRED EVENT AS PART OF NEW MUSIC PLATFORM FOR EMERGING ARTISTS



8 July 2013, London: Luxury Swiss watchmaker RAYMOND WEIL celebrated the second installment of its live music platform WIRED, designed to showcase the very best from the emerging music scene, by presenting ShakKa who launched his highly anticipated EP Tribe in association with Big Drum Ent. and House of Alt at The Tabernacle, London, W11 on Friday evening.

ShakKa, an aspiring artist that grew up in the heart of West London, has a top 10 hit to his name and is regarded as a highly talented singer-songwriter that showcases a dichotomy of cultural influences only strengthened by an electric era for both reggae and Coldplay.

For the launch of Tribe, Wired lined up an equally lively support act in McNasty for the night. The high-impact, multi-talented McNasty provided the main support on the night, combining frenzied live performance with recorded beats and sounds. The event concluded with Kiss FM's DJ Melvin taking up the post gig entertainment by continuing to play throughout the night.

Guests were encouraged to party to their hearts content within the super luxury environment of The Tabernacle in Powis Square, W11 in one of London's trendiest areas. Celebrity guests included Labrinth and multi award winning artist Wretch 32, who joined ShakKa on-stage during his performance.

All performances from the night are available to watch from 10 July 2013 via one of the following websites:

www.thisiswired.com

blog.raymond-weil.com

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GENEVE

Notes to Editors:

WIRED

Wired is an exciting music project founded by Kate Bond and Michael Duke that is known by many labels and industry professionals as the night that introduces artists before they break. Over the past four years Wired made itself at home at East London's premier members club Shoreditch House and sister club.

Wired has acquired a cult following and a widespread audience, from signed and unsigned acts to household names and internationally acclaimed creative individuals, bringing the world of music, art and media together, all contributing in an interactive bond that continues to prove that Wired is one of the most credible and exciting monthly music events in London. Previous performers have included: Ed Sheeran, Labrinth, Daley, Ellie Goulding, Jacob Banks, Michael Kiwanuka, Terri Walker, Josh Osho, Pixie Lott, Pino Palladino, Master Shortie, Bluey Robinson, Rizzle Kicks, Nate James and Kaleem Taylor.

RAYMOND WEIL

RAYMOND WEIL, the family-owned luxury Swiss Watch House, renowned for its creativity and horological excellence, is sold through an exclusive distribution of boutiques and stores globally. RAYMOND WEIL has a heritage steeped in a passion for music and the arts, which lends itself naturally to a partnership with Wired.

Music has always been at the center of the RAYMOND WEIL universe. Collection names evoke the impassioned stories and brilliant melodies that provide the family with its inspiration: *parsifal*, *maestro*, *nabucco* and *jasmine*.

Music and luxury watchmaking have a lot in common: the inspiration of the artist – musician, composer, designer, watchmaker – and the precision needed to achieve the highest performance.

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