

RAYMOND WEIL

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RAYMOND WEIL AND GIBSON CELEBRATE THEIR PARTNERSHIP IN NASHVILLE, TENNESSEE



RAYMOND WEIL CEO Elie Bernheim and Drake White

Photos courtesy of Rich Diamond, Getty

Luxury Swiss watchmaker, RAYMOND WEIL, Kings Jewelers and Gibson hosted a private event to celebrate the guitar-inspired *nabucco* timepiece and the brands' partnership on October 14th at The Hatchery at Acme Feed & Seed in Nashville. The evening's proceeds benefited VH1 Save The Music Foundation.

Dot Records' **Drake White & The Big Fire** performed an intimate concert and the night also included entertainment by **DJ Debonaire**. Prior to the event, **White** visited local Nashville school, Eakin Elementary, just one of the schools across the country where VH1 Save The Music helped restore music education programs with the donation of instruments. During the visit, students learned the chords on the keyboard and the chorus of one of White' songs. Keeping true to RAYMOND WEIL's support for the Arts and most importantly, music, RAYMOND WEIL has partnered with VH1 Save The Music Foundation since 2011.

RAYMOND WEIL and Gibson's partnership and the collaboration timepiece debuted during BaselWorld 2015 and the watch was on display during the event. Additionally, 10 numbered units, exclusive to Nashville, will be available at Kings Jewelers and Gibson will auction off one guitar.



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"We are proud to collaborate with such an iconic music brand as Gibson and to present this unique timepiece honouring both music and high-end watchmaking", declared Elie Bernheim, CEO RAYMOND WEIL.

Speaking of the partnership, Henry Juskiewicz, Chairman and CEO, Gibson Brands said, *"RAYMOND WEIL and Gibson Brands are the perfect combination of excellence and craftsmanship. We are delighted to be aligned with the nabucco line, exceptional timepieces inspired by the highest quality guitars."*

Paul Cothran, Executive Director of VH1 Save The Music Foundation added, *"The VH1 Save The Music Foundation is thrilled to be the benefitting charity of the launch event of RAYMOND WEIL's guitar-inspired nabucco timepiece. Gibson and RAYMOND WEIL have been spectacular partners ensuring that more students in Nashville and throughout the nation have access to the benefits that can only be gained through robust in-school music programs. We all share a commitment to education excellence and a passion for music and the arts."*

About 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.

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.

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About Gibson

Gibson Brands, the fastest-growing company in the music and sound industries, was founded in 1894 and is headquartered in Nashville, Tennessee. Gibson Brands is a global leader in musical instruments, consumer electronics, and professional audio, and is dedicated to bringing



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the finest experiences to consumers by offering exceptional products with world-recognized brands.

Gibson Brands has a portfolio of over 100 well-recognized brand names starting with the #1 guitar brand, Gibson. Other instrument brands include Epiphone, Dobro, Valley Arts, Kramer, Steinberger, Tobias, Slingerland, Maestro, Baldwin, Hamilton, Chioking and Wurlitzer. In professional audio, KRK Systems, TASCAM, Cerwin-Vega, Stanton, and Cakewalk also continue Gibson's tradition of quality in their respective markets. Consumer electronics brands include Onkyo, Integra, TEAC and Esoteric.

<http://www.gibson.com/>

About VH1 Save The Music

The VH1 Save The Music Foundation is a non-profit committed to ensuring that music instruction is a core component to a complete education. Since 1997, they have partnered with more than 1960 public schools in 233 school districts, giving 2.6 million children the tools and confidence to excel in academics and in life. #SaveTheMusic and get involved at vh1savethemusic.org join the conversation on Facebook, Twitter and Instagram @vh1savethemusic.

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