

RAYMOND WEIL
GENEVE

**FREELANCER: URBAN, ELEGANT
AND RESOLUTELY INDEPENDENT**



The latest offering from Swiss watchmaker RAYMOND WEIL is a *freelancer* timepiece with a contemporary look. The flagship *freelancer* collection, launched by the third generation now at the helm of the family business, evokes the independence and visionary spirit of the Company's founder. Blending polished steel, slate grey dial and orange detailing, the new *freelancer* has retained a distinctive personality and a style all of its own.

Featuring a mechanical movement with automatic winding and a 46-hour power reserve, this 42mm steel *freelancer* is distinguished by its classic and urban elegance. The date window has been redesigned to make it easier to read, as has the graduation of the tachometer scale on the inner bezel. The chronograph's orange hands sit in sharp contrast with the slate grey galvanic sun-brushed dial and black leather strap. The applique is secured by a signature screw, highlighting the small seconds counter at 9 o'clock. Its screw-down case back and crown guarantee that the timepiece is water-resistant to 100 metres.

The *freelancer* collection, a nod by the Swiss watchmaker to its independent company status, is the brainchild of Elie Bernheim, Raymond Weil's grandson and current company CEO, and was introduced when he joined the family business in 2006. Created in honour of free spirits and individuals wanting to remain masters of their own destiny, it has continued to evolve while retaining the features that make it so special. Free from all constraints, with an elegant yet casual look, bevelled horns and emblematic screws, this best-selling collection has emerged as a RAYMOND WEIL must-have.



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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.

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.

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