

# RAYMOND WEIL

GENEVE

## RAYMOND WEIL CELEBRATES SINATRA



As part of the “Sinatra 100” celebration marking the hundred year anniversary of the birth of Francis Albert “Frank” Sinatra, Swiss luxury watchmaker RAYMOND WEIL offers a unique opportunity to win the *maestro* Frank Sinatra Limited Edition timepiece together with memorable Sinatra prizes. Celebrate this iconic artist and his timeless music with RAYMOND WEIL!

To celebrate the ultimate music icon and the huge success of the *maestro* Frank Sinatra Limited Edition watch, RAYMOND WEIL is running a unique contest on the Brand’s website - <http://www.raymond-weil.com> – that will end on the artist’s birth date, the 12<sup>th</sup> of December. Each month since the beginning of the contest, guests are invited to answer a simple Sinatra-related question in order to qualify for the monthly drawing to win a very special Frank Sinatra prize, including a *maestro* Frank Sinatra Limited Edition timepiece.

The more monthly questions participants answer, the more they increase their chances to win this exclusive limited edition, and numbered timepiece. Participants will also be granted one additional entry for the grand prize by sharing the contest on their own social media pages.

To learn more about the contest and the unique RAYMOND WEIL *maestro* Frank Sinatra Limited Edition, fans can visit the following page: <http://www.raymond-weil.com/en/maestro-frank-sinatra/>

Happy Birthday Frank!

Join the discussion on social media networks using **#RWSinatra100**



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## About the *maestro* Frank Sinatra Limited Edition

The *maestro* Frank Sinatra is a limited edition of only 1'212 pieces in reference to the artist's birthday. It features a mechanical movement with automatic winding housed in a 39.5 mm stainless steel case. Reminiscent of the famed "Ol' Blue Eyes," the hands, index markers, and contour of the date window are a bright blue hue, against the backdrop of a silver dial. A transparent caseback boasts a special Sinatra Centennial insignia, while the twelve marker, highlighted as the only Roman numeral, signifies Sinatra's December 12<sup>th</sup> birthday. The *maestro* Frank Sinatra Limited Edition watch pays homage to the legendary artist and his iconic persona. With restraint, elegance and precision, the timepiece evokes a sense of admiration for the entertainer's illustrious career.

## 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.

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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