
RAYMOND WEIL

GENÈVE

Swiss luxury watchmaker RAYMOND WEIL is thrilled to announce the most exciting partnership ever in the watchmaking industry and to present a unique *maestro* Beatles Limited Edition timepiece. This new milestone in the music icons series marks the Brand's 40th anniversary and celebrates the greatest music band of all time.

CELEBRATING THE ICONIC

THE BEATLES



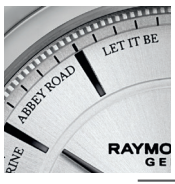
The *maestro* Beatles Limited Edition features a mechanical self-winding movement housed in a 39.5mm polished steel case. The 13 Beatles' album titles are written all around the bespoke dial, with a special "Help" index at 4 o'clock which recalls the cover of the iconic album released in 1965. The silver galvanic dial matches the polished steel bracelet. It features the official Beatles logo and a date window at 3 o'clock. Finally, the case back presents a smoked sapphire crystal that carries the official Beatles logo and the limited edition number engraved. This unique timepiece paying tribute to the legendary *Fab Four* is limited to 3,000 pieces.

RAYMOND WEIL celebrates the iconic Beatles with a bespoke advertising campaign featuring a picture of the timeless and cross-generational *Fab Four*, more modern than ever.

CELEBRATING 40 YEARS WITH THE FAB FOUR!

RAYMOND WEIL

GENEVE



album titles
all around the dial

official Beatles logo



"HELP" album
special index
at 4 o'clock

official Beatles logo
on the case back
and limited edition
engraving



— maestro —
2237-st-beat1



Each *maestro* Beatles will be presented with a dedicated watch case celebrating the music icons. An impressive drum with the official Beatles official logo decorates the top of the box while the inside features the 13 album titles that are marked on the dial of the limited edition.

Join the discussion on social media networks using
#RWTheBeatles

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We could not feel more proud to associate our Brand name with the exceptional Beatles. RAYMOND WEIL has always been closely linked with music, our dear source of inspiration since our early days. We are overjoyed to once again honour great music legends this year and celebrate our 40th anniversary with the Fab Four!

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says Elie Bernheim, CEO - RAYMOND WEIL.



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 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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