

**RAYMOND WEIL, OFFICIAL WATCH AND TIMING PARTNER, LAUNCH
PUNK-INSPIRED TIMEPIECE AT THE BRIT AWARDS 2016**



On February, 25th, 2016, luxury Swiss watchmaker, RAYMOND WEIL celebrated its eleventh year as Official Watch & Timing Partner for the BRIT Awards, the UK's most prestigious music awards ceremony. Celebrating the best of both British and international music, the star-studded award ceremony was hosted at The O2 Arena, London.

In celebration of the BRIT Awards 2016 honoring the 40th anniversary of Punk music, RAYMOND WEIL developed a unique Punk-inspired timepiece worn to the awards ceremony by some of the world's most recognized faces in the music industry, including; Best Male Solo Artist, James Bay, Radio One DJ, Huw Stephens, Craig David and comedian Alan Carr.

With a nod towards the anti-establishment movement of the 1970's, this gent's *toccata* timepiece has a distinctive dial featuring a distressed Union Jack, the notorious and iconic symbol of the Punk era. The Union Jack became the recognized emblem of the subculture following and fans of punk legends such as The Clash and the Sex Pistols.

The 42 mm stainless steel timepiece also features the Brand's first NATO strap in red, white and blue with a unique case back embossed with the BRITs logo, this year designed by Pam Hogg. The BRIT Awards 2016 Special Edition is a reinvented timepiece from the RAYMOND WEIL *toccata* collection. This celebratory timepiece was presented to nominees, presenters and performers backstage at the show. In addition, a limited number of pieces will be available to purchase through retailers nationwide for £730.

RAYMOND WEIL has also confirmed the Brand will launch a series of activities including a nationwide advertising campaign communicating its continued association with the BRIT Awards throughout the UK's largest cities including; London, Manchester, Liverpool and Glasgow. This will be supported by RAYMOND WEIL's roster of musical ambassadors and



friends including 2015 BRIT winner Jess Glynne, James Bay, Sigma, Labrinth and classical violinist Nicola Benedetti.

Elie Bernheim, CEO of RAYMOND WEIL, commented *'RAYMOND WEIL is delighted to celebrate the longstanding and successful partnership with the BRIT Awards with the launch of this striking Punk-inspired toccata timepiece. There is a synergy and relationship that music and watchmaking have in common and music continues to be a significant part of the RAYMOND WEIL DNA'.*

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.

For further information:

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