

RAYMOND WEIL'S BRAND AMBASSADOR KATHERYN WINNICK
PRESENTS THE NEW SHINE COLLECTION



RAYMOND WEIL's brand ambassador Katheryn Winnick introduces the new dazzling *shine* watches. Feminine, elegant and sensual, this exclusive collection features a unique patented system of interchangeable bracelets. It is a pure jewel for independent, modern women who want their watch to be a part of every occasion.

RAYMOND WEIL's *shine* collection is an exquisite symbol of sensuality and elegance. When it was first launched in 2005, its glamour, strength and audacity left a footprint in the Brand's history. For its 40th anniversary, the Swiss watchmaker presents a new *shine*, equipped with a quartz movement, combining delicate curves, feminine refinement, diamond purity and enchanting mother-of-pearl for some models. The 32mm round case has been harmoniously set with diamonds and plays with the



nuances of light. Whether in steel or with yellow-gold PVD coated steel, *shine*'s many facets make this watch jewel a must - fully in tune with the rhythm of every woman.

Presented with two different straps, *shine* also plays with women's various moods. A unique simple and discreet system accessible on the back of the watch has been entirely developed by the Brand's internal Research and Development department. It allows women to choose between two looks and feelings by changing the bracelet in a wink. Thanks to this new RAYMOND WEIL's patented, quick-and-easy interchangeable bracelet system, this watch jewel can go from a contemporary urban and casual look with its steel bracelet to a more glamorous and sophisticated evening style with the satin strap.

RAYMOND WEIL's multi-talented ambassador Katheryn Winnick perfectly embodies this new dazzling collection. TV series Vikings' leading star is the face and wrist of the Brand's feminine collection since 2015. Her natural beauty and undisputable charisma make her the perfect match for the independent watchmaker. *shine*'s double facets echo the actresses' ability to portray her different characters.

"For me, time is about moments. When I glance at my watch I am reminded of how precious time is and how exciting it can be. RAYMOND WEIL's new shine watch has been designed for active women like me, who cherish an elegant timepiece that is perfectly attuned to their choices, and style", declares Katheryn Winnick.

"Women have always been very important for RAYMOND WEIL and the Brand has been offering various ladies models since its beginnings. We are committed to develop elegant timepieces that will please their tastes. Both a watch and a jewel, the shine collection does not leave any woman indifferent, anytime of day or night", says Elie Bernheim, CEO of RAYMOND WEIL.

The new *shine* timepieces are yet another sparkling example of the independent Swiss watchmaker's unique creativity for 40 years.

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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 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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