



RAYMOND WEIL ANNOUNCES PARTNERSHIP WITH THE ROYAL ALBERT HALL



Luxury Swiss watchmaker RAYMOND WEIL today announces a new music marketing partnership with London's most iconic concert hall that sees the Brand take the role as *Official Timing Partner* to the Royal Albert Hall.

Built to fulfill the vision of Prince Albert (Queen Victoria's consort) of a central hall used to promote understanding and appreciation of the Arts and Sciences, surrounded by museums and places of learning, the Hall has been affectionately titled "The Nation's Village Hall".

Since May 1871, the Royal Albert Hall has become one of the world's most desirable venues due to the vast range of events that it hosts including Opera, Ballet, Classical music and more recently Pop music and film premieres. Possibly the most recognized of these is the *BBC Proms*, an annual eight-week summer season of daily classical music concerts and other events broadcast live by the BBC.

"We are thrilled to have signed as the Official Timing Partner to the Royal Albert Hall as music has always been at the center of the RAYMOND WEIL universe. Collection names evoke the impassioned stories and brilliant melodies that provide the family with our inspiration: parsifal, maestro, nabucco and more" – Says Elie Bernheim, Director – RAYMOND WEIL.

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RAYMOND WEIL plans to celebrate its status as *Official Timing Partner* of the Royal Albert Hall by using its Music Marketing know-how. The Brand will launch a multi-channel media campaign that utilizes its global marketing reach - capitalizing on its extensive social media footprint, advertising and PR power - to communicate the iconic offerings of the Royal Albert Hall to its global customer base.

"Music and luxury watchmaking have a lot in common: the creativity of the artist – musician, composer, designer, watchmaker – and the precision needed to achieve the highest performance. This new partnership with the Royal Albert Hall symbolizes everything that our Brand stands for and brings to life the multi-faceted personalities of both RAYMOND WEIL and the Royal Albert Hall in terms of supporting all music genres and using these as inspiration" – **Says Olivier Bernheim, CEO & President – RAYMOND WEIL.**

The partnership between RAYMOND WEIL and the Royal Albert Hall commences early July 2013. For further details visit the RAYMOND WEIL website: <http://www.raymond-weil.com>

Notes to Editors:

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RAYMOND WEIL, the family-owned luxury Swiss Watch House, renowned for its creativity and horological excellence, is sold through an exclusive distribution of boutiques and stores globally. RAYMOND WEIL has a heritage steeped in a passion for music and the arts, which lends itself naturally to a partnership with the Royal Albert Hall.

For further information:

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