

SHINE, ELEGANT EVOLVING DESIGN TO COMPLEMENT YOUR LIFESTYLE



The new *shine* collection by Swiss watchmaker RAYMOND WEIL is dressing up in different colours. Feminine, elegant and sensual, this model is the perfect timepiece to complement the demands of a modern lifestyle thanks to its unique patented system enabling the strap to be changed in seconds to match the colour of any outfit.

The *shine* ladies quartz collection presents beautiful watches including a diamond-set bezel model on either stainless steel or bi colour yellow gold PVD plated case and bracelet.

The elegant curves of the round 32 mm steel case are in harmony with an exquisite sunburst decoration on the mother-of-pearl dial which is available with classic roman numerals or diamond faceted indexes.

Each watch in the *shine* collection will come with two straps: a steel or bi colour bracelet and a black satin strap, but what makes the *shine* model so unique is its innovative and understated system accessible at the back of the watch, allowing women to change straps effortlessly.

The originality and versatility of this timepiece is enhanced with the opportunity to purchase a variety of different coloured straps simply by visiting the Brand's website: raymond-weil.com/shine



Discover how this unique system of interchangeable straps works, presented by actress Katheryn Winnick, brand ambassador for RAYMOND WEIL:
<https://youtu.be/j2zcHmZWg5U>

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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