

RAYMOND WEIL

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RAYMOND WEIL COLLABORATES WITH SAARA AALTO TO UNVEIL THE SHINE COLLECTION AT WESTERBACK, HELSINKI



RAYMOND WEIL, luxury Swiss watchmaker hosted Finland's newness breakthrough singing talent – Saara Aalto at a special event at Westerback 1897 Stockmann Helsinki City Center, part of the Finland's premier Watches & Jewellery chain based in the largest and finest department store in Finland.

RAYMOND WEIL CEO, Mr. Elie Bernheim welcomed music sensation, Saara Aalto to Westerback to co-host the *shine* event, paying homage to the new *shine* timepiece collection. Featuring a unique interchangeable strap mechanism, allowing the watch to don multiple personalities through different strap and bracelets combinations, mirroring the versatility of Saara Aalto performances.

Over 8,000 Westerback customers and fans of Saara Aalto turned out to welcome Saara back to Helsinki following her hugely successful appearance on The X-Factor UK. Celebrity guests in attendance included: Michael Monroe (Rock legend), Aira Samulin (dance legend), Nasima Razmyar (member of Finland's parliament), Raili Hulkkonen (make-up guru), Rakel Liekki (Artist & Television personality), Marko Björs (Designer & coach of the Finnish National Equestrian team). Guests enjoyed a VIP champagne reception on the 8th floor of Stockmann. The event culminated in a very special performance by Saara, performing an intimate acoustic set of some of her best-known tracks.



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Speaking of the event, Mr. Elie Bernheim says: *"This evening was a fantastic moment for RAYMOND WEIL in Finland. For us to be working in collaboration with Saara Aalto in her home country to achieve such a wonderful event has been a great opportunity for the Brand. We pride ourselves on identifying true talent and assisting these creative individuals by offering them the opportunity to benefit from our global marketing capabilities. Saara is absolutely the right fit for RAYMOND WEIL and we look forward to a long and successful relationship with her"*

"It was fantastic to be invited by RAYMOND WEIL and Westerback to co-host this special shine event. The diamonds featured on the beautiful RAYMOND WEIL shine timepiece, gifted to me by Elie on the evening, inspired my performance set list. It was wonderful for RAYMOND WEIL to arrange for me to stop by in Helsinki and greet my fans during the busiest time in my career" **declared Saara Aalto.**

RAYMOND WEIL truly uses the inspiration of music as the basis for its watch designs, historically naming its products after our founder's love of Opera, and today in collaborations with global artists; The Beatles and Frank Sinatra. The Brand uses music throughout its entire global marketing communication strategy and is committed to supporting music at all levels; from grass roots, music related charities, through sponsorships, to some of the most recognized music arenas, award ceremonies, live music platforms and of course music artists.

The Brand's strong heritage with emerging musical talents who reflect its products, philosophy and character can be seen in previous collaborations with Emeli Sande, Labrinth, Tinie Tempah, Pixie Lott, Katy B, James Bay, Milos Karadaglic and Nicola Benedetti amongst others. Activated and inspired by persona of the artist, whether they are looking for stand-out through PR or creating bespoke performance platforms to showcase their skills.

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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.



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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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