

RAYMOND WEIL
GENEVE

***FREELANCER* ACHIEVES ICONIC STATUS**

FREELANCER CHRONOGRAPH INSPIRED BY THE "GIBSON LES PAUL" GUITAR
A FREE-SPIRITED WATCH THAT BREAKS LOOSE FROM CONVENTIONAL CODES



RAYMOND WEIL CELEBRATES MUSIC ICONS

Music and the arts are to RAYMOND WEIL what thought is to humankind – an inexhaustible source of inspiration and creation. For three generations, the Weil family has been influenced by these higher realms to shape the destiny of a Swiss watchmaking Maison. A Brand that brings forth eclectic yet complementary musical choices expressing the personality and character of its family members. From Frank Sinatra to the Beatles, Nicola Benedetti and Gibson – RAYMOND WEIL has been putting its name in lights alongside some of the greatest musicians of all time for nearly half a century.

RAYMOND WEIL pays its respects to a legend with a tribute to the fabled Les Paul Gibson guitar. Elegant, with a touch of rebellion, the *freelancer* is inspired by the "Gibson Les Paul" model and embodies its free spirit, rock attitude and unparalleled power of music.

RAYMOND WEIL celebrates the most legendary of all electric guitar manufacturers – GIBSON – and the pioneer of modern music – Lester William Polsfuss, known as Les Paul – by honoring the guitar that has inspired and served the best artists of all time. From Jimmy Page to Keith Richards and Jimi Hendrix to Eric Clapton, brilliant musicians have turned to this instrument to make Rock 'n' Roll history.



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"When I was a kid, my mother introduced me to the world of music, firstly piano and then string instruments. I discovered Rock 'n' Roll and the riffs of electric guitars during performances by Slash alongside Lenny Kravitz and Guns N' Roses. Music has the ultimate power of making an impression on people. It doesn't matter what kind of music catches our fancy, nobody can remain unmoved by a virtuoso's skill. Blues, rock, pop, classical: we all have a striking memory of a concert, a piece of music or an artist that is profoundly linked to a key moment in our lives. The power of music is also about travelling in time. Today, Gibson leads us into the best that rock has to offer and makes our watches hum to this legendary beat," declared **RAYMOND WEIL CEO Elie Bernheim**.

The body of the 43.5 mm case is made of steel and its tachymeter bezel is enhanced with black PVD inspired by the lacquer on the "Black Beauty" – a guitar renowned for its electrifying performance that continues to astound musicians all over the world. The board features circular guilloché motif featuring six chords studded by fret-shaped hour markers. At 12 o'clock, the names of the famous guitar manufacturer and the legendary Les Paul signature appear, while the split-diamond inlay – a distinctive feature of the Les Paul Custom shines in golden tones next to the date window. Its ebony perforated calf leather strap brings to mind the sound holes that are part of the body of a guitar. Asserting its character and confirming its prestigious soul, the "fittings" – tri-compax chronograph counters, date and strap topstitching – of the *freelancer* inspired by the "Gibson Les Paul" are set with golden highlights. The tempo of the watch is set by an RW5010 mechanical self-winding movement ensuring an approximately 46-hour power reserve.

RAYMOND WEIL is introducing this collector's model issued in a 400-piece limited numbered edition, encased in an exclusive presentation box inspired by the famous Gibson guitar cases. With this watch the Swiss Brand strengthens its collaboration with Gibson Brands that began in 2015.

Speaking of the partnership, Henry Juskiewicz, Chairman and CEO, Gibson Brands said, *"RAYMOND WEIL continues to be a great partner and we are thrilled to be honoring the legendary Les Paul and his iconic work with this latest collaboration. The freelancer embodies the distinct design and quality craftsmanship that is so closely associated with each Les Paul guitar and is a wonderful complement to a guitar that continues to inspire the world."*

"The values that unite us are rooted in that which is truly important to us – the importance and strength of family, the intensity and ease with which music carries us away, as well as the emotions that life and time imprint upon our personality. It is this unique combination of family, music and time that endows RAYMOND WEIL with its distinctive, captivating personality." explains Elie Bernheim, CEO, RAYMOND WEIL

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RAYMOND WEIL is the name of a Swiss watchmaking Maison and that of a family which has for almost half a century been embedding its values at the very heart of its watches.

Belonging to the privileged circle of independent family businesses, RAYMOND WEIL creates elegant, refined watches for women and men. Founded in 1976, it is now headed by Elie Bernheim, grandson of the founder who gave his name to the company. Across three generations, the Geneva-based firm has been developing and establishing its status as a leading light in the Swiss watch industry.

Music and art are to RAYMOND WEIL what thought is to humankind: an inexhaustible source of inspiration and creativity. This enduring family-driven vision not only forges the strength of RAYMOND WEIL, but also shapes its distinctive character. Music and art stimulate the Brand's creativity and inspire international partnerships with iconic artists, music brands, concert halls, art foundations, and prestigious award ceremonies.

Building on more than 40 years of experience, the Swiss watchmaking Maison brings to the forefront the watchmaking skills and expertise acquired in Switzerland over the centuries. Precision, quality, reliability, nobility and high-tech materials are the demanding standards of a philosophy that earns the much-coveted 'Swiss made' label.

About Gibson Brands

Gibson Brands, the fastest-growing company in the music and sound industries, was founded in 1894 and is headquartered in Nashville, Tennessee. Gibson Brands is a global leader in musical instruments, consumer electronics, and professional audio, and is dedicated to bringing the finest experiences to consumers by offering exceptional products with world-recognized brands. Gibson Brands has a portfolio of over 100 notable brand names starting with the #1 guitar brand, Gibson. Other instrument brands include Epiphone, Dobro, Valley Arts, Kramer, Steinberger, Tobias, Slingerland, Maestro, Baldwin, Hamilton, Chickering and Wurlitzer. In professional audio, KRK Systems, TASCAM, Cerwin-Vega, Stanton, and Cakewalk also continue Gibson's tradition of quality in their respective markets. Consumer electronics brands include Onkyo, Integra, TEAC, and Esoteric. Gibson Brands recently expanded its reach into consumer markets with the acquisition of Philips' Home Entertainment based in Hong Kong - a company that invented the cassette tape, the CD format, the DVD format and the MP3 format. Under the Philips and Fidelio brand names, Gibson Brands continue to represent the ideal combination of innovation, tradition and a dedication to improving design while maintaining the highest level of craftsmanship. A global company, Gibson Brands has manufacturing, marketing and research and development centers throughout the world. All Gibson Brands are dedicated to innovation, prestige and improving the quality of life and music for its customers. Its goal is to provide the most exceptional customer audio products and experiences in the world.



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About Lester William Polsfuss, alias Les Paul.

American virtuoso guitarist, innovative musician, composer, instrument maker and above all brilliant inventor, was the pioneer of solid bodied electric guitars. An innovation launched in 1952 in the shape of the "Gibson Les Paul" guitar, bringing life to Rock 'n' Roll sound.

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