

RAYMOND WEIL

GENEVE

IN TRIBUTE TO THE 80TH ANNIVERSARY OF 'THE FOUNDER OF ROCK 'N' ROLL'
A RAYMOND WEIL MUSIC SPECIAL EDITION THE BUDDY HOLLY *MAESTRO*



Luxury Swiss watchmaker RAYMOND WEIL announces a new addition to its series of music special edition timepieces, which celebrate influential and iconic musicians, with the launch of the Buddy Holly *maestro* watch. Recent partnerships with The Beatles and Frank Sinatra cement the Brand's continued commitment and credentials as supporters of the music industry and charities.

Designed in collaboration with Maria Elena Holly, the Limited Edition *maestro* pays tribute to legendary musician Buddy Holly, who is recognized as the pioneer of Rock 'n' Roll and who influenced and inspired so many artists, including; The Beatles, The Rolling Stones and Elton John. Buddy Holly was born in Lubbock, Texas on 7th September 1936 and this Limited Edition *maestro* watch pays tribute to the 80th anniversary of his birth. A contribution from each watch sold will be donated to the Buddy Holly Educational Foundation, a charity set up to provide music education and opportunities to young people worldwide. The Foundation wishes to acknowledge BMG Rights Management (US) LLC, the steward of Buddy's intellectual property rights, for their kind assistance in this project.

RAYMOND WEIL has designed a truly unique Buddy Holly watch with distinctive features and references to the artist. The 39.5 mm *maestro* has a polished stainless steel *maestro* case houses an automatic mechanical movement RW4250 with a 38 hour power and polished stainless steel bracelet. The silver galvanic dial has highlights of pale blue (Buddy's favourite colour) encircling the rim, and on the secondary second sub dial, which also wears a miniature pair of glasses (the iconic emblem of the musician) on the sweep of the second hand. The oversized number 9, featured as a reference to Buddy's lucky number, is balanced by the date dial at the 3 o'clock



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position with the emblem of Buddy Holly's signature centered on the face of the dial. The smoked sapphire crystal exhibition case back references the tribute to the Buddy Holly Educational Foundation.

Music is a central element of the Brand's DNA and RAYMOND WEIL enjoys a longstanding and successful relationship with the music industry including sponsorship of music venues such as The SSE Hydro Glasgow and The Manchester Arena; award ceremonies such as The BRIT Awards; and the music therapy charity Nordoff Robbins. RAYMOND WEIL celebrates many artist collaborations and partnerships; The Beatles, 2CELLOS, Milos Karadaglic, Labrinth, Gibson and Sennheiser are but a few prestigious examples of these.

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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, it creates elegant and refined watches for men and women. 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 pursuing its development and steadily consolidating 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 creation. This enduring family-driven vision not only forges the strength of RAYMOND WEIL, but also shapes its distinctive nature. Music and art stimulate its creativity and lie at the heart of all its international partnerships with renowned artists, famous music brands, iconic concert halls, foundations dedicated to supporting the arts, as well as the most prestigious award ceremonies.

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

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