

## AN EXCITING NEW DEPARTURE FOR RAYMOND WEIL GENÈVE IN THE UNITED KINGDOM

RAYMOND WEIL Genève today announced that, by mutual consent, it has converted its current distribution contract with SWICO Limited into a management agreement. Effective April 2013,

### **R. WEIL DISTRIBUTION UK LTD**

will handle the sales, marketing and distribution of RAYMOND WEIL watches in the United Kingdom. SWICO Limited, under the new arrangement, will continue to provide order fulfilment, logistical and after sales services in support of the newly formed subsidiary owned by RAYMOND WEIL Genève.

Olivier Bernheim, President & CEO of RAYMOND WEIL Genève, stated "SWICO has been instrumental in the success of our brand since its earliest beginnings in 1976 and over the past 37 years has ensured constant growth for us in this extremely important market. The Weil-Bernheim family and I would like to take this opportunity to thank Keith Sheppard, his co-directors and team, personally for their help in establishing and developing RAYMOND WEIL in the United Kingdom over so many years, and we look forward to our continued commitment to the brand under the new structure."

R. WEIL DISTRIBUTION UK LTD, wholly owned by RAYMOND WEIL Genève, will be headed by Olivier Bernheim, along with his two sons, Elie & Pierre, grandsons of the company's founder, Mr. Raymond Weil. Craig Leach will join R. WEIL DISTRIBUTION UK LTD as UK Brand Director, as will the existing United Kingdom sales force who will continue in their current roles within the new company.

**RAYMOND WEIL**  
GENÈVE

The goal of this operational change is to bolster further the performance of RAYMOND WEIL in the United Kingdom market in line with the exponential growth enjoyed in other markets. Plans to execute a hard impacting highly visible marketing campaign, incorporating advertising, point of sale, shop in shop expansion, PR, celebrity product placement, activations and sponsorship within the music arena to include the BRIT Awards and the Classic BRIT Awards are already underway.

With Basel 2013 poised to launch new watches and collections to RAYMOND WEIL's extensive portfolio, 2013/14 promises to be an exciting new departure for RAYMOND WEIL Genève in the United Kingdom.

**For further information:**

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**&**

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