

RAYMOND WEIL AT PRINTEMPS HAUSSMANN, PARIS

Autumn 2011 will be spring for the Swiss watchmaking company. At the end of 2010, RAYMOND WEIL returned to the land of chic and luxury and now has a corner in the most famous shop in Paris, Printemps Haussmann. Having opened its doors to the Brand's admirers at the Galeries Lafayette Haussmann last October, this new launch confirms the Brand's presence in the upper echelons of French fashion.

RAYMOND WEIL is displaying its timepieces in the luxury watch area among a selection of the most beautiful brands on the first floor of the store, built at the beginning of the 20th century in the pure art nouveau style of the period. Since 2010, Printemps Haussmann has been offering a sanctuary in an ultra innovative setting dedicated to the most elegant watchmakers. This acme of Parisian deluxe showcases, where hundreds of prestigious and exclusive watches are on display side by side, offers a unique venue for enthusiasts to peruse at their leisure. This year, RAYMOND WEIL, an independent family company, celebrating its 35th anniversary of its association with [luxury watchmaking](#), is exhibiting its flagship collections: *maestro*, *freelancer*, *parsifal* and *noemia*, for the whole world to see. From now on, at Printemps, the iconic shopping location for both French and international visitors, RAYMOND WEIL's [watchmaking know-how](#) and innovational, timeless creations will make their impact.

Maestro is an entirely mechanical ladies' and gents' collection, with three hands, moon phase, presented as a full chronograph or in a 30mm case for its delicate female wrists. *Freelancer* is an urbane collection of subtle elegance, making it one of the Swiss Brand's best sellers. *Parsifal* is the emblematic collection which, after 20 successful years, has reinvented itself in a more contemporary style, while still honoring its original specifications. *Noemia* is a feminine collection, which will bring an envious blush to the cheeks of the trendsetters. These give an insight into some of the marvels that the highly informed Printemps clientele will be able to discover and appreciate in the Brand's dedicated area.

RAYMOND WEIL celebrates autumn at Printemps!

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