

LUXURY WATCHMAKER RAYMOND WEIL UNVEILED AS OFFICIAL TIMING PARTNER OF THE SSE HYDRO



The Swiss luxury watchmaking Company RAYMOND WEIL celebrated on September 30th its new status as Official Timing Partner of Glasgow's newest purpose built music venue The SSE Hydro that saw Scotland's most famous son, Rod Stewart, perform to a sold out stadium.

RAYMOND WEIL unveiled its prominent positioning as the Official Timing Partner as part of its three-year partnership with The SSE Hydro through a highly visible and impactful campaign based around time. RAYMOND WEIL *maestro* clocks were positioned throughout the arena while a unique count down clock was revealed 5 seconds before Rod Stewart appeared on stage around the bowl of the arena. In addition, RAYMOND WEIL unveiled extensive digital display advertising throughout the venue and celebrated further with a unique projection of its latest freelancer timepiece, a 7730-ST-20041 that wrapped around the new purpose built music arena and which could be seen from 20 miles away.

"We are thrilled to have unveiled our partnership with The SSE Hydro last night. Music and watchmaking have a lot in common whether it is the inspiration that comes from the artist or designer and watchmaker and the precision needed to achieve the highest of standards. This partnership is the second music arena partnership that we have secured over the past six months following London's iconic music venue – The Royal Albert Hall. We are sure that our partnership will be a huge success and we feel it marks yet another significant step forward in terms of our global music marketing strategy." – Says Olivier Bernheim, CEO & President – RAYMOND WEIL

Peter Duthie, Commercial Director, SEC Ltd commented; *"This partnership is fantastic news and the 'timing' couldn't be more appropriate as timing is an essential element of every show. We welcome RAYMOND WEIL as our official timing partner and we are delighted to have secured such a universally known brand."*

The SSE Hydro has transformed the 64-acre site at the SECC into a complete exhibition, conference and entertainments complex of significant national scale. Standing at 45m high and modeled on Greek and Roman amphitheaters, it has become the newest landmark on Glasgow's skyline. Designed from the inside out, visitors will enjoy excellent sightlines from the fixed, tiered and demountable seating system and the acoustics will be of the highest standard.

Music has always been at the centre of the RAYMOND WEIL universe. In fact, the Brand's collection names evoke the impassioned stories and brilliant melodies that provided the family with its inspiration: *parsifal, maestro, nabucco* and *jasmine*.

Notes to Editors:

RAYMOND WEIL

RAYMOND WEIL, the family-owned luxury Swiss Watch House, renowned for its creativity and horological excellence, is sold through an exclusive distribution of boutiques and stores globally. RAYMOND WEIL has a heritage steeped in a passion for music and the arts, which lends itself naturally to a partnership with The SSE Hydro.

The SSE HYDRO

Designed by Foster + Partners, The SSE Hydro is Scotland's new home of live entertainment on the site of the SECC, Glasgow. A truly iconic structure, it will host national and international music mega stars as well as global entertainment and sporting events. It will have the potential to inject an additional £131 million annually into the local economy and with a capacity of 13,000, will stage around 140 events a year.

With an audience of 1 million visitors each year, The SSE Hydro aims to be one of the top 5 busiest indoor music arenas in the world alongside such iconic venues as Madison Square Garden and The O2 arena.

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