

RAYMOND WEIL AUTUMN WORLDWIDE TOP NEWS

After a hectic start to the year, with many strong moments on the international scene, there is no rest for RAYMOND WEIL! This autumn, the Swiss watchmaker is accelerating its development, by reinforcing its presence in a spectacular way in Asia, the United States and Europe. From now until the end of 2010, point of sales openings are following one another at regular intervals, accompanied by a stream of prestige events. More dynamic than ever, RAYMOND WEIL is establishing itself without question as an independent watchmaking brand.

Reinforcement of the RAYMOND WEIL international presence

According to the ambitious development strategy it started in 2009, [RAYMOND WEIL](http://www.raymond-weil.com) is pursuing its expansion towards new luxury in all regions. After the exclusive boutiques openings in the most important and prestigious commercial hubs in Delhi (India), Nantong (China), Ho Chi Minh city (Vietnam) and Al Khobar (Saudi Arabia), RAYMOND WEIL is on the move and establishing itself in October in Chennai (India) – in the heart of the luxury “Express Mall”.

In China, where the Brand has been established for 10 years, 2010 is hectic. After numerous openings since the beginning of the year, five new shop-in-shops spread over several provinces will emerge by December.

Be the first in the world to wear the new *parsifal* Two-tone Automatic Chronograph!

RAYMOND WEIL invites all its Community members – <http://www.raymond-weil.com> - to join a contest and get the chance to be the first in the world to receive the new Parsifal Two-tone (18ct pink gold and stainless steel) Automatic Chronograph.

For over 30 years, RAYMOND WEIL has made a name for itself in the watchmaking industry as an independent, dynamic and innovative spirit with collections that exude refinement with a contemporary feel. This year marks the 20th anniversary of their most distinguished and well-recognized collection: *parsifal*. In celebration, RAYMOND WEIL has produced an anniversary piece that remains close to its heritage, while also signifying its growth and recognition as a premier watchmaker in the industry.

The new *parsifal* collection launched since September, will be available in [RAYMOND WEIL worldwide official stores](#) from October (depending on the country).

parsifal celebrations around the world...

parsifal nights in Istanbul

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To celebrate the twentieth anniversary of the RAYMOND WEIL emblematic collection, *parsifal*, prestigious musical events are being organized in Istanbul: *Parsifal nights*.

The opening party of *Parsifal Nights* took place at the Istanbul Culture and Art Foundation, on 22 September. The famous international singer Natacha Atlas and well-known Turkish clarinet virtuoso Husnu Senlendirici gave a wonderful concert, after the guests enjoyed a nice cocktail with the amazing view of the Bosphorus from the Istanbul Foundation for Culture and Art. The launch party has attracted a lot of attention from privileged RAYMOND WEIL retailers, press and VIP guests.

Parsifal Nights will continue with its second event on 22 October, 2010. Jimi Tenor & Tony Allen & Band will give a great concert to all RAYMOND WEIL fans. The series will have an awesome ending with the concert of Tok Tok Tok, taking place on 3 December, 2010. As part of the launch program, the end-consumers purchasing the precious new *Parsifal*, will have a chance to win a ticket for two people for one of these concerts, which will also take place in the magnificent atmosphere of Istanbul Foundation of Culture and Art.

***parsifal* at da:ns festival 2010 in Singapore**

RAYMOND WEIL is proud to announce its support of the local arts scene by being a co-sponsor of the da:ns festival 2010 presented by The Esplanade. In keeping with its tradition of arts patronage, the da:ns festival 2010 is a perfect platform for the brand to launch the new [*parsifal* collection](#), a timeless work of art juxtaposed with some of the world's best contemporary talent and newcomers to dance choreography.

***parsifal* celebration in a Dutch castle**

Scheduled on 25 October in the Netherlands, the *parsifal* event will mark the 20th anniversary of the iconic RAYMOND WEIL collection in a prestigious castle.

***parsifal* press launch in New York**

Set up with Tourneau on 28 September, the whole collection had great and positive feedback from many editors.

RAYMOND WEIL wears a Pink Ribbon!

With the advances made in screening programs, breast cancer is the most commonly diagnosed form of cancer in the world. Playing its part to win this fight, RAYMOND WEIL has designed an exclusive watch inspired by the work of the Susan G. Komen Foundation and breast cancer survivors everywhere. The limited edition *noemia Sweet October* features a pink cabochon crown and stone at 10 o'clock to signify the official breast cancer awareness month. Sold exclusively in the USA at Bloomingdales, the timepiece will retail for \$1250 with 10% of all sales benefiting Susan G. Komen for the Cure.

RAYMOND WEIL exhibition at Aperture Gallery-NYC

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RAYMOND WEIL, an active patron of art and culture, is closely involved with the discovery of young talent through the RW Club. The Brand offers artists the chance to take their first steps on the road to success through the RW Club International Photography Prize. With a significant cash prize and exposure to international audiences through partnerships with institutions such as Aperture Foundation, RAYMOND WEIL has established a serious platform for emerging artists in the field of photography. Winners from the Photography competition will be exhibited during the week of 25 October, with an opening on 26 October at the Aperture Gallery in New York City.

Autumn new releases

parsifal

20 years after its creation, *parsifal* hits the headlines at RAYMOND WEIL with a revision of the new 2010 collection. Without relinquishing the elements of its now legendary absolute elegance, this fifth generation collection displays resolutely contemporary lines, while still remaining true to the original design that made it a success. As the emblematic flagship of the RAYMOND WEIL brand, *parsifal* demonstrates once again its innate capacity to evolve at the heart of the trends, gracefully harmonizing the desires of its era.

maestro tradition

RAYMOND WEIL released new timepieces addition to [maestro tradition collection](#): round cases, 39.5 diameter dials, date windows delicately positioned at 3 o'clock, a seconds counter at 6 o'clock on one of the models, *maestro tradition* reinvents itself, while taking care to conserve a chic, well-groomed appearance. The silver or black dial, enhanced with a "clou de Paris" texture relief, emphasized by a polished black leather strap and steel bezel embellish the refined style of each watch.

freelancer Autumn Time

A magnificent response to today's expectations, *freelancer Autumn Time* distinguishes itself by its mechanical movement with automatic winding and visible balance-wheel, sure to set a woman's heart aflutter. Attracted irresistibly, the gaze contemplates the mystery of time passing...

Pictures-captions:

BOUTIQUE_RW_NEW_DELHI: RAYMOND WEIL boutique – Connaught Place – New Delhi – India

PARSIFAL_BACKGROUND: *parsifal* chronograph pink gold – 7260 SC5 00208

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PARSIFAL_EVENT_ISTANBUL: from left to right side: Yosun & Mehmet Salt (RAYMOND WEIL distributor-GUNSAL SAAT), Elie Bernheim, Yuksel & Gunes Huner (RAYMOND WEIL distributor-GUNSAL SAAT)

APERTURE_EXHIBITION_2008, APERTURE_EXHIBITION_2009: pictures from the two latest winners of the RW Club International Photography Prize

NOEMIA_SWEET_OCTOBER: RAYMOND WEIL wears a pink ribbon

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