RAYMOND WEIL REINFORCING ITS INTERNATIONAL PRESENCE IN 2010

With the opening of many new points of sale and exclusive boutiques throughout the world, the Swiss watchmaker is moving and establishing itself in the most promising markets.

According to the ambitious development strategy it started in 2009, RAYMOND WEIL is pursuing its expansion towards new luxury in all regions.

Success confirmed in the Middle East

After the first exclusive boutique in Saudi Arabia opened in the bustling, city meeting point of Jeddah, a second was opened in Al Khobar in March 2010. 66 square meters of elegance at the heart of the magnificent Al Rashid shopping mall, a major centre of attraction for the whole Eastern province.

A rise in power in China

In China, where RAYMOND WEIL has been established for 10 years, the year 2010 will be hectic, as the Brand will grow from 88 points of sale to 135 by the end of the year. In April, a new boutique was opened in Nantong, a most important commercial hub, close to Shanghai. One month before the Universal Exhibition, RAYMOND WEIL watches were featured in the Qiaohong International Shopping Centre on the occasion of a spectacular evening widely covered by the media and in the presence of a number of VIPs. All highly symbolic!

An Indian summer

In June, RAYMOND WEIL will host an eagerly awaited event with the opening of its first boutique in India, in New Delhi, in the district preferred by all the top quality brands. Three others will follow in July, at Chennai in the prestigious Express Mall and in the most elegant district of Mumbai. Finally, a number of shop in shops will open across the country, in Goa, Calcutta, Delhi, Hyderabad, Bangalore, Cochin and Pune, creating a commercial network to match the importance of this critical market of the future; a market, which has been cultivated by, and of great importance to, RAYMOND WEIL since 1980.

New bridgehead in North Africa

The largest commercial centre in Africa will open its doors in June in Algiers, in the Bab Ezzouar business district. Ready to seize every opportunity in a country in full expansion, RAYMOND WEIL will be present with a shop in shop in what is Algeria's unique commercial area.

A reference in Swiss luxury watchmaking in full expansion

In Saudi Arabia, China and India, the refined concept designed by our company architect will provide the collections with the same sublime showcase environment, the signature of these exclusive boutiques the world over. The occasion to present the

RAYMOND WEIL values to the markets in full development, once again and as always: independence, creativity, watchmaking knowhow and accessibility. Prominently at the forefront in 2010, RAYMOND WEIL has decided to give a new dimension to its policy of international expansion, in order to better secure its future growth. Audacity has always been part of the Brand's DNA…

You can find all the details on http://www.raymond-weil.com/, discover all the luxury watch collections and the latest designs.

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