

# RAYMOND WEIL

GENEVE

## RAYMOND WEIL UNVEILS BOB MARLEY LIMITED EDITION THE NEW MUSIC LIMITED EDITION TANGO BOB MARLEY TIMEPIECE



Luxury Swiss watchmaker, RAYMOND WEIL unveils its latest music collaboration with iconic Reggae legend – Bob Marley, designed in collaboration with the House of Marley. The Bob Marley *tango 300* limited edition is a tribute to the life and musical career of one of the most influential artists of all time. Launching as a Caribbean exclusive in December, RAYMOND WEIL has limited manufacturing of this timepiece to just 600 pieces.

To celebrate worldwide renowned artist Bob Marley, RAYMOND WEIL has chosen its emblematic *tango 300* collection for its versatility and durability, as the canvas for the design of the limited edition. Its 41mm diameter stainless steel case with black PVD plated bezel houses a quartz chronograph mechanism. Punctuated with green hands on the sub-dials and a yellow coated second's hand, this timepiece takes in the color palette representing the Ethiopian national flag. The red details on the beveled minute track ring complete the look with a subtle reference to the flag. The case back is engraved with the iconic Bob Marley logo. The screw-down pushers and crown assure a water resistant to 300m to this limited edition timepiece completed with double pusher security clasp on a black natural rubber strap.

"We are honored to work with RAYMOND WEIL on the creation of this timepiece that celebrates our father's legacy and recognizes the artistic contributions of so many great musicians in this unique way." Cedella Marley said.

World renowned artist Bob Marley remains one of the 20th century's most important and influential entertainment icons. Famous for having put reggae on the global map,



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his lifestyle and music continue to inspire new generations illustrated by the millions of albums sold worldwide.

Produced as a 600 piece limited, numbered series, the *tango* 300 Bob Marley Limited edition will be available from December 2017.

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## RAYMOND WEIL

RAYMOND WEIL is the name of a Swiss watchmaking Maison and that of a family which has for almost half a century been embedding its values at the very heart of its watches.

Belonging to the privileged circle of independent family businesses, it creates elegant and refined watches for women and men. Founded in 1976, it is now headed by Elie Bernheim, grandson of the founder who gave his name to the company. Across three generations, the Geneva-based firm has been pursuing its development and steadily consolidating its status as a leading light in the Swiss watch industry.

Music and Art are to RAYMOND WEIL what thought is to humankind: an inexhaustible source of inspiration and creativity. This enduring family-driven vision not only forges the strength of RAYMOND WEIL, but also shapes its distinctive nature. Music and Art stimulate its creativity and lie at the heart of all its international partnerships with renowned artists, famous music brands, iconic concert halls, foundations dedicated to supporting the arts, as well as the most prestigious award ceremonies.

Building on more than 40 years of experience, the Swiss watchmaking Maison brings to the fore the watchmaking skills and expertise patiently acquired in Switzerland over the centuries. Precision, quality, reliability, nobility and high-tech materials are the demanding standards of a philosophy that earns it the much-coveted 'Swiss-made' label.

## Hope Road Merchandising, LLC

Hope Road Merchandising, LLC, a wholly owned Marley family entity, owns, licenses and markets a portfolio of Marley consumer brands globally, including: Marley Coffee®, House of Marley®, Marley Beverage Co®, Marley Natural®, and Bob Marley®.

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