

**RAYMOND WEIL DONATES MUSICAL INSTRUMENTS IN
PARTNERSHIP WITH THE BOB MARLEY FOUNDATION**



Swiss watchmaker RAYMOND WEIL is honored to announce a new and unique partnership with the Bob Marley Foundation for the Haile Selassie High School.

The Brand's latest music collaboration follows the success of the Bob Marley *tango* limited edition timepiece, which was designed in partnership with the House of Marley in 2017 and paid tribute to the life and career of the Reggae legend.

Located in Jamaica, The Haile Selassie High School was gifted to the Government and people of Jamaica in 1966 by His Imperial Majesty Emperor Haile Selassie, Emperor of Ethiopia. Since its opening in 1969, the school has been close to the heart of the Marley family. The Bob Marley Foundation has continued this relationship through the Marley for Music in Schools initiative program. In celebration of Bob Marley's 73rd birthday, the foundation has focused on the refurbishment of the school's music room and upgrading of its musical equipment. Its vision is to create a space of creativity and positive expression for young Jamaican children.



RAYMOND WEIL

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Cedella Marley, CEO of the Bob Marley Group of Companies states, “My family recognizes music as a powerful agent of change. Through the Marley for Music Programme, the Bob Marley Foundation aims to create and provide spaces which nurture musical talent and encourage creativity to inspire and positively transform the lives of the most vulnerable among us. We are happy that Raymond Weil has enthusiastically agreed to partner with us to improve the lives of the students at Haile Selassie High School.”

With music and the arts at the heart of the Brand’s DNA, RAYMOND WEIL is thrilled to be part of this initiative and has donated musical instruments and equipment including drums, guitars, keyboards, tambourines, recorders, monitors and a PA system.

From its early beginnings, RAYMOND WEIL has been imbued with a deep affinity for music and the arts, a constant source of inspiration for the Weil-Bernheim family. The Brand continues to celebrate this passion through its collection names, support of music charities, sponsoring of emerging talent and partnerships with renowned artists.

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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.



Bob Marley Foundation

The Bob Marley Foundation, founded in 1986, aims to preserve and advance the spiritual, cultural and musical ideals which guided and inspired the Reggae legend throughout his life. The Foundation continues to honor Bob Marley's spirit of compassion and generosity through social intervention projects, all geared towards positively transforming the most vulnerable communities and organisations in Jamaica.

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