

# RAYMOND WEIL

GENEVE

## RAYMOND WEIL PRESENTS ITS NEW BRAND AMBASSADOR MÅNS ZELMERLÖW



RAYMOND WEIL is thrilled to announce its collaboration with talented artist - Måns Zelmerlöw, as Brand ambassador. A new face, all in elegance with a touch of free-spirited style, perfectly representing RAYMOND WEIL's gents collections.

RAYMOND WEIL is proud to partner with Musical artist Måns Zelmerlöw as new face for its gents timepieces. The Swedish celebrity was brought to the public in 2005 in the musical TV show Idols. The success became international after winning the Eurovision Song Contest representing Sweden in 2015 performing his pop music hit "Heroes". More than an artist, he is a true showman, a modern and dynamic man who perfectly embodies the Brand's values.

The *freelancer* collection from RAYMOND WEIL is perfectly represented with Måns face and personality both by his free-spirited mind and his casual look. Måns Zelmerlöw is currently wearing the new *freelancer* chronograph, a mechanical model with automatic winding and day and date function. The 42mm stainless steel case features a tachometer bezel and comes on a black genuine leather strap giving it a contemporary feel.

RAYMOND WEIL truly uses Music as primary source of inspiration both for its product and throughout its entire global marketing communication strategy, as once again demonstrated through the association with singer and musician Måns Zelmerlöw. Among its many successes we can mention "Cara Mia", "Should've Gone Home", "Fire in The Rain", "Hanging on to Nothing", and just released "Happyland" 2018.

As a complete artist he also plays guitar and piano, instruments close to Elie Bernheim's heart, CEO of RAYMOND WEIL. He also won the TV show "Let's Dance" in 2006, and performed in musicals such as Grease and FootLoose.



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After successfully hosting the 2016 Eurovision Song Contest in 2016, he is currently co-hosting a TV show called Chevaleresk on the Swedish television.

*"We first discovered Måns during his performance at the Eurovision Song Contest and were immediately inspired by his natural style, dynamism and talent. He is a complete artist and perfectly embodies our gents' collections. We are delighted to welcome him as our new Brand ambassador", says Elie Bernheim, CEO of RAYMOND WEIL.*

*"I am proud to represent RAYMOND WEIL. I love watches and RAYMOND WEIL's timepieces are stunning! Their quality and finish give them a very elegant and stylish look with a strong personality. As a musician and singer, I couldn't imagine a better Brand to be associated with than the Music inspired watchmaker!" said Brand Ambassador Måns Zelmerlöw*

Join the discussion on social media networks using **#RWMånsZelmerlöw**

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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.

**For any further information:**

RAYMOND WEIL Genève

[prdepartment@raymond-weil.ch](mailto:prdepartment@raymond-weil.ch)

[raymond-weil.com/en/press-news/](http://raymond-weil.com/en/press-news/)

