RAYMOND WEIL
GENEVE

RAYMOND WEIL PARTICIPATES AT THE MTV EMA 2018

With the actress Nadia de Santiago as Friend of the Brand

Since its creation, luxury Swiss watchmaker RAYMOND WEIL has been deeply inspired by music and the arts. Now, RAYMOND WEIL continues its support of the music industry by partnering with the MTV EMA Awards 2018 in Blilbao.

RAYMOND WEIL was appointed the official supplier of exclusive gifts to international artists at the MTV EMA's 2018 in Bilbao. The MTV EMA's are one of the most prestigious music events around the world present in more than 195 countries and shown on TV in more than 450.000 homes.

In this annual music ceremony, RAYMOND WEIL named the actress Nadia de Santiago as Friend of the Brand. She is a leading actress on the successful series "Las chicas del cable", which is currently a huge success on television. The actress chose a steel model from the new *freelancer* Ladies collection, which highlights the spirit of a modern and dynamic woman, in a 34mm case with a pink dial.

The MTV EMA's in Bilbao 2018 hosted stars such as Lindsay Lohan, Anitta, Debby Ryan, Jack & Jack, David Guetta and Evan Ross. Camilla Cabello recieved 4 awards and we watched Panic! At the Disco, Alessia Cara, Bastille, Anne-Marie, Marshmello, Nicki Minaj at the front of the party. These artists join the list of other attendees such as Janet Jackson, Halsey, Rosalia, Jason De Rulo and, of course, Hailee Steinfeld.

"RAYMOND WEIL is delighted to celebrate the partnership with the MTV EMA's and welcome Nadia de Santiago as Friend of the Brand. There is a synergy and relationship that music and watchmaking have in common and music continues to be a significant part of the RAYMOND WEIL DNA", commented Elie Bernheim, CEO of RAYMOND WEIL.

Join the discussion on social networks using the hashtag **#RAYMONDWEIL #MTVEMA**

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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.

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