

CELEBRATING THE ICONIC

THE
BEATLES



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RAYMOND WEIL
GENEVE

PRESS KIT 2019
MAESTRO THE BEATLES SGT PEPPER'S LIMITED EDITION

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BEATLES



maestro The Beatles Sgt Pepper's Limited Edition

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THE SERGEANT PEPPER'S LONELY HEARTS CLUB BAND LIMITED EDITION THE MUCH-AWAITED THIRD MAESTRO THE BEATLES TIMEPIECE

RAYMOND WEIL continues its collaboration with the world's most famous rock band by creating a much-awaited third *maestro* The Beatles timepiece limited to 3,000 pieces. This new Limited Edition is inspired by the legendary Sergeant Pepper's Lonely Hearts Club Band album and stands out through its use of innovative material and design.

The Sergeant Pepper *maestro* The Beatles Limited Edition features a RW4200 mechanical self-winding movement housed in a 40mm polished yellow gold PVD plated stainless steel case offering 38 hours of power reserve. The black strap is the first from RAYMOND WEIL made from Vegan leather and the case-back presents a smoked sapphire crystal that carries the official The Beatles logo and the limited edition number engraved. This exclusive timepiece paying tribute to the legendary Fab Four is limited to 3,000 pieces worldwide.

Stunning details on the dial showcase the famous drum featured on the album cover that inspired this elegant timepiece. The dial is grey with a black Pepper drum outline in the centre and is highlighted by yellow gold electroplated details such as the outer edge of the drum, The Beatles logo at 6 o'clock and the special index at 4 o'clock. It is the perfect tribute to this legendary rock band and their iconic Sergeant Pepper album.

Each *maestro* The Beatles Sgt Pepper's Limited Edition timepiece will be presented with a dedicated watch case celebrating the music icons. Created from bright colours based on the famous suits that the band wore on the cover of the Sergeant Pepper album, the watch box pays homage to each of the Fab Four on each side of the box, with the Sergeant Pepper drum graphic and The Beatles logo stamp of approval inside.

As a Limited Edition model, there will only be 3,000 units of this stunning timepiece available worldwide.

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

For any further information:

RAYMOND WEIL Genève

prdepartment@raymond-weil.ch

www.raymond-weil.com/en/press-news/



MAESTRO THE BEATLES SGT PEPPER'S LIMITED EDITION

TECHNICAL DATA

2237-PC-BEAT3

MOVEMENT

Mechanical self-winding movement – RW4200

POWER RESERVE

38 hours

JEWELS

26

FUNCTIONS

Hours, minutes and seconds

CASE

Round – Polished stainless steel
with yellow gold PVD plating
Diameter: 40 mm
Thickness: 9.2 mm

CROWN

Polished steel with yellow gold PVD plating –
fluted with RW monogram

CRYSTAL

Sapphire

DIAL

Silver with black “Sergeant Pepper’s Lonely Hearts Club Band” album cover drum detail at the center. Yellow gold electroplated The Beatles logo at 6 o’clock

INDEXES

Steel with yellow gold electroplated
Index at 4 o’clock representing The Beatles’ 4 members

HANDS

Steel with yellow gold electroplated, baton-shaped

CASE BACK

Snapped, with smoked sapphire crystal featuring official Beatles logo and Limited Edition engraving

BRACELET

Black “Vegan” polyurethane strap with steel yellow gold PVD plating RW folding clasp and double-push security system

WATER RESISTANCE

5 ATM



ABOUT 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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RAYMOND WEIL S.A.

Avenue Eugène Lance 36-38 | P.O. Box 1569
1211 GENEVA 26 | SWITZERLAND
info@raymond-weil.ch | raymond-weil.com