

CELEBRATING THE ICONIC

*Jimi Hendrix*



**RAYMOND WEIL**  
GENEVE

PRESS KIT 2019  
FREELANCER JIMI HENDRIX LIMITED EDITION

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## ROCK LEGEND JIMI HENDRIX HONORED WITH EXCLUSIVE FREELANCER LIMITED EDITION

**Swiss watchmaker RAYMOND WEIL pays tribute to legendary guitarist Jimi Hendrix with its newest Limited Edition *freelancer* chronograph, inspired by the musician's timeless Woodstock performance.**

This year marks the 50th anniversary of the famous festival, one of the most pivotal live music events in history, which saw Hendrix perform his renowned rendition of the Star Spangled Banner.

RAYMOND WEIL chose its flagship *freelancer* collection to capture Jimi Hendrix's free-spirited attitude and classic trademarks. His famous 1968 white Fender Stratocaster inspired many of the dial's details, including the nine dotted index markers that mimic the frets on his guitar neck and circular border representing the six guitar strings.

Hendrix was known for his signature left-handed guitar technique, visible in the Fender guitar counter weight design of the second hand. He wore an unforgettable cyan blue ensemble with an Aztec guitar strap on the Woodstock stage; the color is prominently accented on the second and sub-dial hands while the embossed design on the watch face calls attention to the Aztec pattern.

Crafted in Geneva by RAYMOND WEIL's in-house watchmakers, the timepiece maintains the *freelancer* collection's case design in a matte finish, original chronograph push buttons and classic brown leather strap. The tachymeter ring is detailed with the singer's famous quote, "Music is my Religion" alongside his name, and the case back is finished with the Authentic Hendrix logo, giving his estate's seal of approval.

**RAYMOND WEIL**  
GENÈVE



CELEBRATING THE ICONIC

Limited Edition - *freelancer*



*"We are honored to work with RAYMOND WEIL in the design of this collector's item timepiece. The quality and beauty of the piece are impeccable. And it gives the sense that Jimi and his music are timeless,"* says Janie Hendrix, sister of Jimi Hendrix and President & CEO of Experience Hendrix L.L.C. *"The watch allows Jimi to continue to give us the gift of time."*

*"With this latest addition to our Music Icons series, we at RAYMOND WEIL are thrilled to join forces with Authentic Hendrix to honor the world's greatest guitarist. Music has always inspired our brand and sets an upbeat rhythm for all our new releases",* says Elie Bernheim, CEO of RAYMOND WEIL.

This *freelancer* is a must-have for any Jimi Hendrix fan. The timepiece is limited to just 500 units worldwide; each with its own numbered case back and certificate of authenticity signed by Jimi's sister, Janie Hendrix.

Each timepiece is packaged handsomely in a blue and white commemorative box, paying homage to Woodstock. It is completed with a funky tie-dye interior to proudly display your timepiece.

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

**For any further information:**

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## FREELANCER JIMI HENDRIX™ LIMITED EDITION

TECHNICAL DATA

7730-STC-JHDX1

### MOVEMENT

Mechanical chronograph with automatic winding,  
with day and date function

### POWER RESERVE

48 hours

### JEWELS

25

### FUNCTIONS

**Watch:** Day and date window at 3 o'clock

**Chronograph:** Seconds counter in the center

30 minutes counter at 12 o'clock

12 hours counter at 6 o'clock

### CASE

Round – stainless steel, with grey PVD coating  
Diameter: 42 mm | Thickness: 13.8 mm

### CROWN

Screwed-down with RW logo

### CRYSTAL

Sapphire with dual-sided antiglare treatment

### DIAL / INDEX

Grey with indexes shaped as JH's guitar microphones

### HANDS

Galvanic coating, barrel-shaped

**Hours / minutes:** Nickel plated microball- sandblasted  
enhanced with white Super-Luminova®

**Second-hand:** Counterweight in the shape of guitar head,  
but turned backwards, the way Jimi Hendrix used to hold  
and play hi guitar. The blue colour comes from the outfit,  
Jimi Hendrix wore at Woodstock.

### CASE BACK

Screwed-down, with Authentic Hendrix  
logo on sapphire crystal

### BRACELET

Genuine calf leather strap  
RW stainless steel folding clasp with  
double push-security system

### WATER-RESISTANCE

10 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. Established 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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## ABOUT JIMI HENDRIX

Recognized the world over as one of the most creative and influential musicians of the 20th century, Jimi Hendrix's innovative electric guitar style influenced a multitude of modern musicians, from George Clinton to Miles Davis, and Joe Satriani to Jonny Lang. Influenced by such artists as B.B. King, Muddy Waters, Howlin' Wolf, Buddy Holly, and Robert Johnson, Hendrix, without reading music, taught himself to play first using a \$5 second-hand acoustic guitar. Later, when his father presented him with his first electric guitar, a Supro Ozark 1560S, he forever changed the musical landscape.

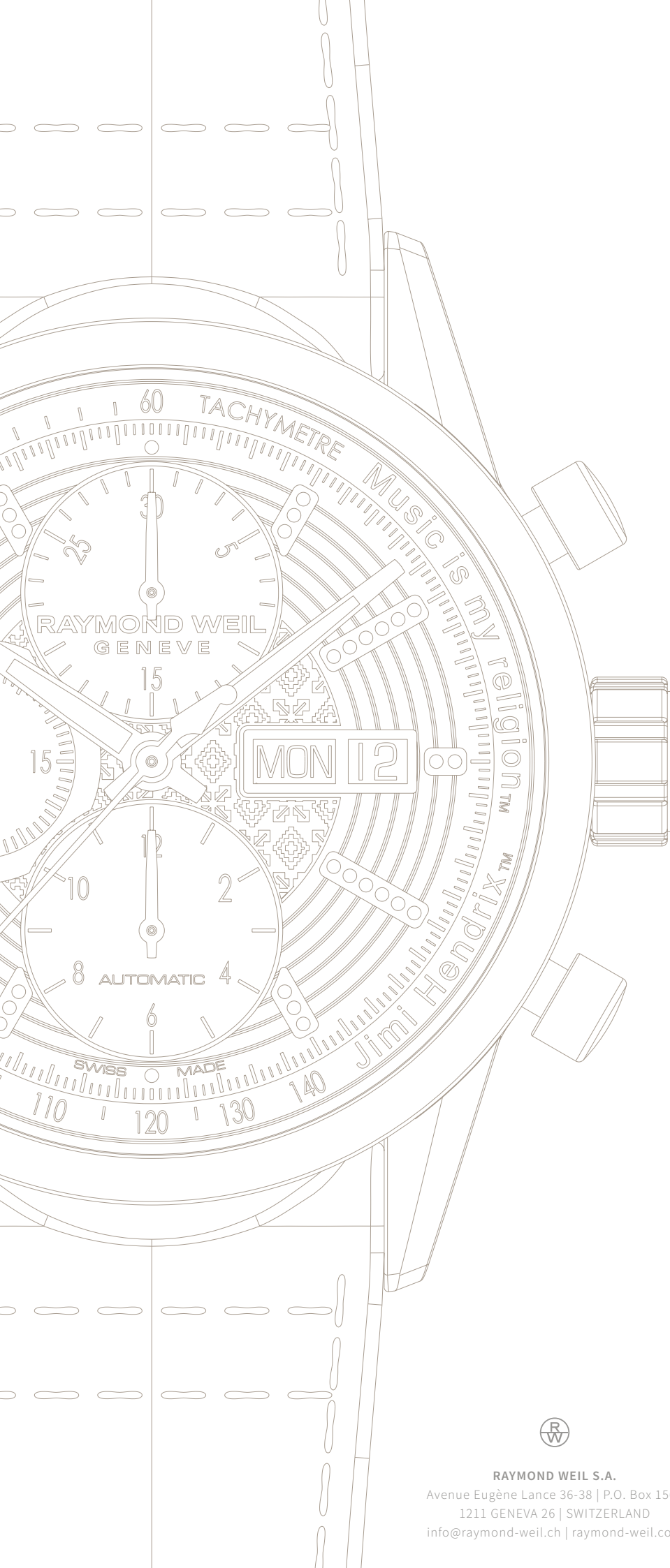
Hendrix, who generated an amazing collection of songs over the course of his short career, forged a new sound that embraced the genres of blues, ballads, rock, R&B and jazz which continues to make Hendrix one of the most popular figures in the history of rock music. *Are You Experienced*, a psychedelic musical compilation released in 1967 by The Jimi Hendrix Experience (Hendrix, drummer Mitch Mitchell and bassist Noel Redding), featuring anthems of a generation - "Hey Joe," "Purple Haze," "The Wind Cries Mary," "Foxy Lady," "Fire," and "Are You Experienced?" - has remained one of the most popular rock albums of all time.

Hendrix also made history in June 1967, with the incendiary performance of "Wild Thing" at the Monterey International Pop Festival and, in 1968, with the release of *Axis: Bold as Love*, both of which contributed to The Jimi Hendrix Experience ranking as one of most popular and highest grossing touring acts in the world. In August 1969, Hendrix performed the iconic renegade version of "Star Spangled Banner" at Woodstock, forever defining the spirit of that generation. That New Year's Eve, with bassist Billy Cox and Electric Flag Drummer Buddy Miles, Hendrix would perform and record a series of four performances later released on the quintessential Band of Gypsys album in mid-1970 (and the expanded *Hendrix: Live at The Fillmore East* in 1999).

Back in the studio in 1970, Hendrix recorded several tracks for another two-album set, tentatively titled *First Rays of The New Rising Sun*. With Hendrix's tragic and untimely death on September 18, 1970, the album was finally released in 1997 through the support of his family and original studio engineer Eddie Kramer.

## ABOUT AUTHENTIC HENDRIX, LLC AND EXPERIENCE HENDRIX, L.L.C.

Founded in 1995 by James 'Al' Hendrix, Jimi's father, Experience Hendrix has been run, since its inception, by the family members handpicked by Al during his tenure as Chairman. As a part of their daily operations, Experience Hendrix and Authentic Hendrix oversee Jimi's timeless legacy on a worldwide basis. They are the official family companies charged with managing the music, name, image and likeness of Jimi Hendrix. Experience Hendrix and Authentic Hendrix own hundreds of registered trademarks worldwide, and own all of the copyrights in the Jimi Hendrix music catalog.



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