

# RAYMOND WEIL

GENEVE





## RAYMOND WEIL SUPPORTS ONCE AGAIN THE MTV EMA 2019 WITH THE SINGER BECKY G AS NEW 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 2019 in Seville.

RAYMOND WEIL was appointed the official supplier of exclusive gifts to international artists at the MTV EMA's 2019 in Seville. 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 Singer, songwriter and actress Becky G as Friend of the Brand. She has toured alongside Katy Perry, Demi Lovato, J Balvin, Fifth Harmony and Jason Derulo and has recorded collabs with Pitbull, Daddy Yankee, Bad Bunny, Yandel, and CNCO, among others. Becky was recently honored by her home city of Inglewood, California for her contributions to the Hispanic community. Recognized as one of Rolling Stone's, "18 Teens Shaking Up Pop Culture" and one of Billboard's "21 Under 21," Becky's unrivaled work ethic paired with her singing, acting, writing, and production talents make her a major force to be reckoned with.

Becky G chose a two tones model from the new *toccata ladies* collection, which highlights the spirit of a modern and dynamic woman.

The MTV EMA's in Seville 2019 hosted stars such as Akon, Jorge Lopez, Billie Joe Armstrong, Ava Max & Travis Mills, Roksana Wegiel, Anouk Matton, Famous Oberogo & Ricky Merino.

Rosalia received awards and we watched the greatest performance of Becky G, Greenday, Dua Lipa, Halsey, Mabel, NCT 127 and Niall Horan.

"RAYMOND WEIL is delighted to celebrate once again the partnership with the MTV EMA's and glad to welcome Becky G as new Friend of the Brand. Becky G's determination and passion of music grew her into the superstar she is today. It is these qualities that resonate with the *toccata* collection and make Becky G a perfect representative for the brand, as 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**



## 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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