

CELEBRATING THE ICONIC

# THE BEATLES



RAYMOND WEIL  
GENEVE

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MAESTRO THE BEATLES SET

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## THE FAB FOUR – A WONDERFUL FINALE IN AID OF A WORTHY CAUSE

**After producing four successful limited-edition watches honouring the work of the world's most famous rock band, The Beatles, RAYMOND WEIL offers a unique four-part set of watches in aid of Nordoff Robins.**

The story began in 1976, when RAYMOND WEIL founded his eponymous company. Today, the firm distributes products around the globe. From the outset, the Swiss marque, based in Geneva, had a special affinity with the world of music. Indeed, it has since forged close partnerships with legendary artists, music brands, concert venues and prestigious award ceremonies. The fields of horology and music share much in common, especially when it comes to the importance of precise timing.

Over the years, RAYMOND WEIL has created products bearing the iconic names of Gibson and Marshall. Moreover, it has produced watches linked to several famous artists, including AC/DC, David Bowie, Buddy Holly and Bob Marley. However, in 2016, the Maison announced a remarkable coup, namely, forming a partnership with Apple Corps, the venture set up by the world's most famous rock band, The Beatles.

The inaugural Beatles-themed watch, the *maestro* 2237-ST-BEAT1, was released in 2016. It sported a silver dial marked with various album titles positioned around the hour track. The official Beatles logo sat in the lower portion of the dial and a special 'Help' index, depicting the Fab Four, assumed residence at the 4 o'clock position. Limited to 3000 pieces, the watch enjoyed widespread appeal.

One year later (2017), RAYMOND WEIL made a repeat performance, playing to a growing audience, releasing the *maestro* The Beatles "Abbey Road" Limited Edition. Once again, the model was limited to 3000 pieces. It was housed in a 39.5mm stainless steel case and featured a black dial that emulated the appearance of a vinyl disc. The Beatles logo was positioned beneath the fulcrum of the dial and the iconic Abbey Road silhouette sat at 4 o'clock.

In 2019, the Swiss brand launched the *maestro* The Beatles "Sgt Pepper's" Limited Edition. Measuring 40mm in diameter, the case was dressed in yellow gold PVD. For the first time, RAYMOND WEIL chose to equip the watch with a vegan leather strap. A replica of the drum motif, pictured on the album cover of 'Sergeant Pepper's Lonely Hearts Club Band', took pride of place at the heart of the dial. In addition, the Beatles logo sat at 6 o'clock.

This year, RAYMOND WEIL released the "Let it Be" *maestro*. With its 40mm stainless steel case, the watch exhibited wonderful proportions and, once again, featured a vegan strap. In this instance, the Genevan Maison employed its expertise for making openworked watches, revealing the regulating organ, spring barrel and a plethora of other parts usually hidden from view. Consistent with other Beatles-themed models, the rock band's logo was in evidence, albeit this time it was positioned at 9 o'clock.

This latter watch was the swansong for RAYMOND WEIL's collaboration with Apple Corps. However, one lucky collector now has the opportunity to purchase a unique, four-part set containing each of the aforementioned Beatles-branded models.

At the time of launch, each of the four Beatles models was limited to just 3000 pieces. RAYMOND WEIL retained the first example of each model, all bearing the same serial number '0001'. These now feature within the four-part set, conferring an unprecedented degree of exclusivity.

This unique Beatles set is presented in a sumptuous wooden case and is available for 20,000 CHF. RAYMOND WEIL will donate 100% of the sale proceeds to Nordoff Robbins, the UK's largest music therapy charity, providing a fitting finale to a wonderful collaboration.

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**For any further information:**

RAYMOND WEIL Genève

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

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





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## 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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## ABOUT NORDOFF ROBBINS MUSIC THERAPY CHARITY

**As the UK's largest music therapy charity, Nordoff Robbins believes in the value of music for all people in society. In particular, the charity uses the power of music to enrich the lives of people affected by life-limiting physical and mental illness, disabilities or feelings of isolation.**

Today, Nordoff Robbins provides a range of sessions designed for children and adults of all ages, many of which are delivered in the charity's centres in London, Manchester, Newcastle and Scotland. This array of services ranges from specialised one-to-one music therapy to shared sessions for groups. These latter sessions are tailored for different group sizes and are delivered in various formats.

The charity works in partnership with over 280 organisations, delivering music therapy to as many vulnerable people as possible. These organisations include schools, care homes, hospices, hospitals, mental health services and brain injury units.

Music Therapy is a recognised health and therapeutic intervention. The charity's therapists are highly skilled musicians and are trained to an exceptional standard. The therapists work with people, engaging with their own unique musicality, in order to support their development, recovery, health, potential and wellbeing. It is particularly impactful for those living with significant challenges.

In 1974, training in the Nordoff Robbins' approach to music therapy formally began. Today, services are now delivered in collaboration with Goldsmith's University and the charity is registered with the Health Care Professions Council (HCPC).





**RAYMOND WEIL S.A.**

Avenue Eugène Lance 36-38 | P.O. Box 1569

1211 GENEVA 26 | SWITZERLAND

[info@raymond-weil.ch](mailto:info@raymond-weil.ch) | [raymond-weil.com](http://raymond-weil.com)