



# RAYMOND WEIL

## GENEVE

PRESS KIT 2022  
FREELANCER CALIBER RW1212  
SPECIAL EDITION CÔTE D'IVOIRE



## RAYMOND WEIL INTRODUCES A LIMITED EDITION FOR CÔTE D'IVOIRE ON ITS CALIBRE RW1212 SQUELETTE

**RAYMOND WEIL presents a Special Edition Côte d'Ivoire on its latest *freelancer* model CALIBRE RW1212 Skeleton exclusive to celebrate 40 years of close collaboration with its partner ZINO CÔTE D'IVOIRE.**

RAYMOND WEIL places 2022 under the sign of innovation and gives birth to the assertive style of the new Calibre Maison RW1212 Skeleton. To celebrate 40 years of collaboration with its partner ZINO CÔTE D'IVOIRE, the Geneva based Maison presents the RW1212 Special Edition CÔTE D'IVOIRE on the skeleton version of its flagship product of the *freelancer* collection. A two-tone watch in steel and rose gold PVD offering a charismatic and urban look.

The openwork dial of this unique model presents the CÔTE D'IVOIRE crest in rose gold PVD at 12 o'clock while retaining the particularity of this model, the delightful organ placed on the dial side at 6 o'clock. This two-hand model offers a sober display of hours and minutes and reveals all the beauty and technicality of this pearl-finished movement, highlighting the watchmaking expertise for which RAYMOND WEIL is renowned.

Nestled in a 42 mm steel case, the assembly of the movement and the openwork details enhance the aesthetic characteristics of the watch. Equipped with a self-winding mechanical movement, the RW1212 calibre beats at a frequency of 28,800 vibrations per hour and has a power reserve of 38 hours. Its oscillating weight engraved with the RAYMOND WEIL logo has been modified to offer transparent visibility of the watch through the smoked glass decorated with the contours of the map of CÔTE d'Ivoire. **#PrecisionMovements**

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For any further information:

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## 1.- THE MAGIC SYSTEM FOUNDATION RECEIVES MUSICAL INSTRUMENTS.

The Magic System Foundation received from its partners, the Zino boutique and the Swiss watch brand 'RAYMOND WEIL', a set of 25 musical instruments, intended for the children of Côte d'Ivoire at the headquarters of the said Foundation in Cocody.

*"It is with joy and a sense of pride to know that through what we do, we have partners who align with our vision,"* said A'Salfo, lead of the Magic System training and new ambassador of the RAYMOND WEIL brand.

This complete orchestra, including microphone, piano, guitar, saxophone and many others, will allow schoolchildren, as part of a pilot project, to learn music through free sessions and at the same time encourage vocations.

On the occasion, José Maria Ramos Amatriain, the brand's director of business development, said that this donation arouses emotion in him because, he says, children represent the most important: the values of the family. *"We have a social mission of helping the development of children in Africa through music and we thank the Magic System Foundation for giving us confidence in this partnership"* concluded the director of RAYMOND WEIL.

Children wishing to learn, will be taught by the teachers of the music school of the National Higher Institute of Arts and Cultural Action (INSAAC).



## 2.- A'SALFO: MAGIC SYSTEM'S VOCAL LEAD, RAYMOND WEIL'S NEW BRAND AMBASSADOR

A'Salfo goes from success to success Ivory Coast. As others would say, he is probably reaping the fruits of several years of work in the world of music and culture in general. This news comes a few months after he was appointed Goodwill Ambassador by UNESCO. He will now put his popularity at the service of the famous brand RAYMOND WEIL, manufacturer, distributor and seller of luxury watches across 90 countries and 3000 points of sale.

And to add, *"now Ambassador of the renowned Swiss watch brand, I was honored to receive one of the 50 pieces of the limited edition of the special watch Côte d'Ivoire 'stamped' with the crest of our dear country,"* says the leader of the Magic System.



2785-SC5-IVOR1

**MOVEMENT**

Mechanical self-winding skeleton movement

**POWER RESERVE**

38 hours

**CASE**

Stainless steel with rose gold PVD plating  
Diameter: 42.5 mm  
Thickness: 10.6 mm

**CROWN**

Screwed-down, with RW logo

**CRYSTAL**

Sapphire with antiglare treatment on both sides

**DIAL**

Black, with indexes

**CASE BACK**

Screwed-down, with sapphire crystal

**BRACELET**

Genuine calf leather  
Stainless steel folding clasp with double  
push-security system

**WATER RESISTANCE**

100 m, 330 ft, 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. 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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