

RAYMOND WEIL

GENEVE

A UNIQUE PARTNERSHIP
WITH THE MOST ICONIC COLLECTABLES
COMPANY IN THE WORLD.



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RAYMOND WEIL X PANINI

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RAYMOND WEIL is glad to announce an unprecedented and playful collaboration with PANINI, the global leader in sticker and trading card collectibles.

Amidst the current marketing trend that embraces the charm of the past, the collaboration between RAYMOND WEIL and PANINI emerges as an exciting fit. RAYMOND WEIL, with its legacy of craftsmanship, finds resonance with PANINI, blending neo-vintage elegance with the contemporary appeal of nostalgia. The brand's newest millesime collection, characterized by its classic aesthetic, serves as the perfect conduit to convey the essence of modern nostalgia, making it ideal to illustrate the RAYMOND WEIL x PANINI stickers.

The PANINI Brand encapsulates a legacy of emotions, uniting generations in 150 countries. It's a magical name that sparks wonder in a child's eyes while flipping through an album, nostalgia for those who treasure childhood memories, and an unbreakable bond between the collector and their passion. For those who fondly remember the thrill of collecting PANINI stickers and completing an album, the collaboration between RAYMOND WEIL and PANINI brings back those delightful memories.

This special collaboration invites RAYMOND WEIL millesime owners to dive into horology's most common passion and collect limited-edition stickers. Adding a layer of excitement, the brand introduces "Magic Stickers" that, if found, unlock various rewards and benefits.

Furthermore, to spice it up, RAYMOND WEIL introduces the one-of-one Ultimate Millesime, a unique timepiece found nowhere else in the world. The quest for this horological masterpiece begins with the discovery of a "Gold Magic Sticker", offering only one lucky winner the chance to possess this true collector's dream.





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 45 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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