

RAYMOND WEIL

GENEVE

RAYMOND WEIL REINTERPRETS ITS EMBLEMATIC *PARSIFAL* LINE
SAME PRECISION, DIFFERENT TIME



Nearly three decades after its inception, RAYMOND WEIL's iconic *parsifal* collection returns this autumn 2018. First launched in the early 90's, this heritage range for him and her has been reimagined by the luxury Swiss watchmakers, adding a modern twist in time for gifting season.

Inspired by Richard Wagner's last opera, Parsifal, this revisited collection of men's and ladies' timepieces are the perfect accumulation of horology, classic aesthetics and accessible luxury.

parsifal once again shows RAYMOND WEIL's deep attachment to its roots, and desire to preserve tradition as a source of inspiration – while, at the same time, refining the key design elements such as the curved outlines and sophisticated cross link bracelet which have forged the powerful identity of this symbolic collection.

More key features include the emblematic gadroon bezel, classic two-tone steel and Roman numeral detailing. With a contemporary matte white dial, the crown is embellished with blue lacquer, adding a subtle pop of colour to this timeless design.

Experience simple, understated luxury, with a matching timepiece for him and her, the perfect gift for couples this festive season. Both ladies and gents will experience an ergonomic fit with the distinctive cross link bracelets.

Available in 41mm and 30mm cases, *parsifal* is a reimagination of the legendary original collection and a reminder of RAYMOND WEIL's handmade Swiss heritage.

Second half of 2018 will also see a new iteration of the award-winning Parsifal ad campaign that took the creative world by storm in 1994. Consolidating



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RAYMOND WEIL's commitments to the musical arts, the Precision Movements campaign portrayed graceful dancers in mid-air across a range of different creatives. Now, 24 years later, the innovative creative will be reimagined for a new audience.

Prepare to welcome back the re-introduced *parsifal* collection for RAYMOND WEIL. An Icon reimagined. #PrecisionMovements #RWIconReimagined

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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.

For any further information:

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