

RAYMOND WEIL

GENEVE



FOR IMMEDIATE RELEASE

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NEW YEAR | NEW STYLE

The famous RAYMOND WEIL lady freelancer, now has a new addition to its collection.

This latest model offers a contemporary style that is both distinct and confident. It is the perfect accessory for the empowered woman.

The Black Diamond Lady freelancer is an automatic ladies' watch designed in sleek shades of grey PVD coated steel. The watch is further distinguished by the sixty-six black diamonds situated around the darkened steel 38mm bezel. However, the updated date window may be one of the most prominent characteristics of this stunning timepiece. It's half-moon opening on the dial truly completes the powerful aura of this watch.

With beautiful attention to detail and an impressive 38-hour power reserve, the Black Diamond Lady freelancer, is completed with a grey genuine calf leather strap secured by a RW folding clasp and double push-security system.

To celebrate this new Lady freelancer model, RAYMOND WEIL is proud to introduce our newest Brand Ambassador, Dami Im. A Korean-born Australian singer-songwriter,

Dami is famous for achieving the highest score ever for Australia in the Eurovision Song Contest, and for winning the fifth season of The X Factor Australia. Dami's instant popularity secured her a contract with Sony Australia and release her first award winning single, "Alive," in 2013. Now, she is currently topping the charts and playing to sold out audiences across Australia with her new album 'I Hear A Song'.

Much Like the RAYMOND WEIL brand, Dami found her love for music through her family. Classically trained in piano and a self-taught singer, Dami's determination and passion grew her into the super-star she is today. It is these qualities that resonate with the freelancer collection and make Dami a perfect representative for the brand. The Ladies freelancer collection is an expression of women who leads a dynamic lifestyle. The exclusive automatic movement represents their strong prowess and the design exudes a smart feminine touch.

The latest Black Diamond model fits the collection persona but has its own individuality. The monochromatic design keeps the style modern and adds a distinct edge to this watch.

Join the discussion on social networks using the hashtag #RWFreelancer #PrecisionMovements

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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.

About Dami Im

Australia's Dami Im is one of the most revered pop artists of the new millennium. A classically trained musician, Dami walked off The X Factor stage in 2013 victorious and strode, without delay, into the #1 spot on the ARIA charts with her platinum self-titled album DAMI IM.

Since then, she's released three more acclaimed studio albums, including the Gold accredited 2014 release, *Classic Carpenters*, which peaked at #3 on the ARIA album charts and gave rise to a sold out national tour. Dami then travelled to Sweden to represent Australia at The Eurovision Song Contest 2016—where she placed second in the world performing in front of an audience of 200 million with her power ballad & international smash, 'Sound of Silence'.

Early 2018, Dami released her fourth studio album *I HEAR A SONG* which peaked #3 on the ARIA Album Charts. Dami returned to the stage performing her hits and fan favourites in intimate tours along the east coast. More recently, Dami released her brand new *LIVE SESSIONS EP* on January 11th through Sony Music Entertainment.



BRAND AMBASSADOR DAMI IM
freelancer collection