

ASIA JEWELLERS

Heading: A Collector's Delight

Standfirst: Renowned watchmaker Raymond Weil presents The Beatles timepiece, a much-anticipated, limited-edition watch.

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 the company's 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.

Continuing its collaboration with the world's most famous rock band, The Beatles, Raymond Weil has unveiled a watch inspired by the legendary *Sergeant Pepper's Lonely Hearts Club Band* album. This exclusive timepiece paying tribute to the legendary Fab Four is limited to 3,000 pieces worldwide, and stands out for its use of innovative material and design.

The Sergeant Pepper maestro The Beatles Limited Edition features an RW4200 mechanical self-winding movement housed in a 40mm polished yellow gold PVD-plated, stainless steel case offering 38 hours of power reserve. The black strap is the first from Raymond Weil made from vegan leather and the case-back presents a smoked sapphire crystal that carries the official logo of The Beatles and is engraved with the limited-edition number.

Stunning details on the dial showcase the famous drum featured on the album cover that inspired this elegant timepiece. The dial is grey with a black Pepper drum outline in the centre and is highlighted by yellow gold electroplated details such as the outer edge of the drum, The Beatles logo at 6 o'clock and the special index at 4 o'clock. It is the perfect tribute to this legendary rock band and the iconic Sergeant Pepper album.

Each of these limited-edition timepieces will be presented with a dedicated watch case celebrating the music icons. Created from bright colours based on the famous suits that the band wore on the cover of the album, the watch box pays homage to each of the Fab Four on each side of the box, with the *Sergeant Pepper* drum graphic and The Beatles logo stamp of approval inside.

The maker of this stunning timepiece, Raymond Weil, is the name of a Swiss watchmaking house 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, the Geneva-based firm has been pursuing its development and steadily consolidating its status as a leading light in the Swiss watch industry. Building on more than 40 years of experience, the brand 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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