

ASIA JEWELLERS

Heading: Sweet and Desirable

Standfirst: Discover the Noemia range of ladies watches from the renowned house of Raymond Weil.

Raymond Weil, the age-old watch-making company, reflects Swiss-made horology at its finest from one of the last family-owned luxury watchmaking brands in the world. The elegant and refined timepieces that this brand presents are inspired by music and the arts.

The grand founder, Raymond Weil, started the company in 1976. His aim was to turn his vision of what Swiss watchmaking should be into actual timepieces that would bring a new dimension to the industry. His outstanding creations received their due appreciation by watch enthusiasts – amateurs and connoisseurs alike. Once a firm footing was acquired in Switzerland, the founder's enthusiasm and experience enabled him to explore Europe and the rest of the world. Slowly but surely, the brand was able to create an international network and be known as one of the flagships of the Swiss watchmaking industry.

The Geneva-based brand belongs to the limited circle of Swiss watchmakers still in family hands. Today Elie Bernheim, the grandson of Raymond Weil, is at the helm of affairs. He succeeded his father, Olivier Bernheim, who successfully managed the company for 18 years. The brand continues to develop and consolidate its status among the leading names of the Swiss watch industry. The exceptional heritage continues, with three generations pooling their talents and experience, ensuring the family succession and guaranteeing stability and continuity. With creativity, technical expertise, accessibility and independence, the Raymond Weil dynasty has been inventing and boldly reinventing itself for many years, while still preserving the essence of its original success.

The label has presented its clientele with many ladies' collections, of which Noemia is one of the most popular. This line, which boasts elegant and timeless keepsakes, is named after the granddaughter of Raymond Weil. It captures a sophisticated and evergreen style, yet has a contemporary feel and appeal. This feminine timepiece, fitted with a quartz movement, is available in 24, 32 or 36mm cases to accommodate all wrist sizes. The gracefully formed horns of the bezel merge with the sleek stainless steel bracelet which includes polished and satin-finish links and displays curved and rounded contours. This watch is great for everyday wear or special occasions and will impress a woman who appreciates beauty.

The exquisite range allows customers to select between various dial colours: blue, pink, diamond grey, black, mother of pearl or rose gold. The hours are marked either with 10 or 12 diamonds, or have classic indices indicating them. The straps are available in all-silver, or are two toned; with silver and yellow tones.

Available in Bahrain at Asia Jewellers.

i Call Moda Mall, 17 535-344, Al-Aali Mall, 17 581-444, Seef Mall, 17 587-888, The Ritz-Carlton, Bahrain, 17 580-123, City Centre Bahrain, 17 179-009, or visit www.asiajewellers.com

