RAYMOND WEIL
GENEVE

RAYMOND WEIL CELEBRATES THE GENIUS OF DAVID BOWIE

LIMITED EDITION *FREELANCER* "DAVID BOWIE", AN EVERLASTING LEGEND

THE ICON OF BRITISH ROCK, THE POP LEGEND HONORED BY RAYMOND WEIL

In collaboration with the David Bowie Estate, RAYMOND WEIL pays homage to legendary musician – David Bowie. The Limited Edition *freelancer* "David Bowie", is a tribute to the life and musical career of one of the most influential artists of all time. Created to celebrate what would have been Bowie's 70th birthday, this timepiece is dedicated to a few of the many personas created by David Bowie, an artist with unparalleled creativity, a singular visionary, a man of a thousand faces and voices. Bowie's boundless talent and fearless innovation shone through his final masterpiece, ★, released last year to some of the best critical notices of his distinguished career and winning five Grammy Awards and two Brit Awards in 2017.

To celebrate the immortal David Bowie, RAYMOND WEIL has chosen its most free-spirited model – *freelancer.* Its 42 mm diameter case contains a dial resembling a vinyl record clearly featuring some of the most emblematic design cues of the British artist.
Amongst the key design features, the lightning bolt painted across his face that first appeared on the cover of the *Aladdin Sane* album in 1973. The instantly distinctive mark universally recognized, the stylized lightning bolt is featured in red at 12 o'clock. The pop art logo designed by Andy Warhol especially for David Bowie and revealed on the cover of the album *Diamond Dogs* in 1974 makes its mark on the dial of the David Bowie Limited Edition.

Produced in a 3,000-piece limited, numbered series, the *freelancer* "David Bowie" beats to the tempo of a mechanical self-winding movement that appears beneath a portrait of David Bowie, immortalized in 1974 by famous photographer of legends, Terry O'Neill. A

photograph printed on the sapphire of the watch's case-back, from which this artist in his own league challenges the world with his atypical, magnetic gaze.

"He was an artist in a league of his own, a visionary, multi-faceted icon whose work is testimony to an exceptional career as a musician and a creative. His metamorphoses both in terms of style and music studded his career, catapulting both himself and his characters to legendary status. He embodies the free spirit that has guided RAYMOND WEIL day after day since it was created" declared Elie Bernheim, CEO RAYMOND WEIL

"*I've always felt that there was a real synergy behind great timepieces and photography. The precision of keeping time is akin to a photographer needing to know the exact moment to capture an iconic image. As a watch collector myself, this RAYMOND WEIL collaboration is a wonderful project to be affiliated with. Their watches are a thing of beauty. I'm thrilled they've selected to pay tribute to David Bowie in such a way and I'm honored to be a part of it.*" Terry O'Neill

Join the discussion on social networks using the hashtag #RWDavidBowie

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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, RAYMOND WEIL creates elegant, 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 developing and establishing 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 character. Music and art stimulate the Brand's creativity and inspire international partnerships with iconic artists, music brands, concert halls, art foundations, and prestigious award ceremonies.

Building on more than 40 years of experience, the Swiss watchmaking Maison brings to the forefront the watchmaking skills and expertise acquired in Switzerland over the centuries. Precision, quality, reliability, nobility and high-tech materials are the demanding standards of a philosophy that earns the much-coveted 'Swiss made' label.

For any further information:
RAYMOND WEIL Genève
prdepartment@raymond-weil.ch
www.raymond-weil.com/en/press-news/