

RAYMOND WEIL
GENEVE

FREELANCER CALIBRE RW1212

RAYMOND WEIL PRESENTS CALIBRE RW1212, ITS FIRST IN-HOUSE MOVEMENT



"Calibre RW1212 is a tribute to the present and a symbol of the future. Its name picks up the digits of our address here in Switzerland: 1212, standing for the Geneva suburb Grand-Lancy. It symbolizes the path we have traveled to date and the free-spirited approach we bring to watchmaking. It is our first in-house movement, born from our partnership with the Swiss movement manufacturer Sellita", said Elie Bernheim, CEO RAYMOND WEIL.

VIRTUOSIC PRECISION

Aligning with the finest Swiss watchmaking traditions, RAYMOND WEIL is innovating by creating a new movement in collaboration with Sellita. This exclusive movement was developed and designed by the R&D department of the Geneva watch company and produced by the movement manufacturer based in Le Crêt-du-Loche, in the Jura Mountains. Its distinctive characteristic is the 6 o'clock front-dial positioning of its regulating organ. Named Calibre RW1212 as a nod to the postal code of the company headquarters in Grand-Lancy, it pays tribute to 40 years of RAYMOND WEIL creations and to the Brand's determination to highlight the richness of watchmaking expertise, while infusing it with its uniquely free-spirited attitude.

RAYMOND WEIL introduces a model with a boldly distinctive design, notably featuring an openworked dial revealing the regulating organ at 6 o'clock. The balance-and-spring assembly, held by two bridges, reveals a construction echoing that of the most beautiful tourbillon regulators. The *freelancer* "Calibre RW1212" is a two-hand model providing an understated display of the hours and minutes.



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It took 18 months for the R&D team at RAYMOND WEIL to develop the movement and design the dial revealing the regulating organ at 6 o'clock. All the elements closely relating to the regulating organ were redesigned and pared down, so as to endow this in-house movement with its subtle transparency. The calibre then sprang to life in the hands of the Sellita watchmakers.

Framed by a 42.5mm steel case, the balance-and-spring assembly is the focus of attention. The diamond-polished balance wheel and skeletonized bridges ensure transparent visibility extending to the very heart of the watch. Powered by a mechanical self-winding movement, the *freelancer* "Calibre RW1212" beats at a frequency of 28,800 vibrations per hour and has a 38-hour power reserve. Its oscillating weight is adorned with a "Côtes de Genève" motif and engraved with the RAYMOND WEIL logo. The movement is built in such a way as to showcase its beautiful mechanism on the dial side. The strategic organs positioned above the mainplate and the symmetry of the bridges accentuate the architectural nature of this elegant and beautifully balanced model.

The *freelancer* "Calibre RW1212" comes in several versions, featuring a silver-toned or black dial teamed with a steel case and bracelet, or with a leather strap, as well as in two-tone variations featuring matching bracelets or leather straps.

As emphasized by Elie Bernheim: *"The introduction of this in-house calibre also marks the 'revival' or our 'PRECISION MOVEMENTS' slogan that first appeared in a 1994 advertising campaign and which earned RAYMOND WEIL a number of awards. A slogan evoking the precision that we cherish, painstaking attention to detail, the constant quest for quality, as well as unfailing respect for watchmaking skills and talents. It showcases the philosophy that drives us and honors the women and men who daily contribute to making RAYMOND WEIL an innovative and creative House."*

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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.



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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.

