

**RAYMOND WEIL**  
GENEVE

PAS DE DEUX FOR RAYMOND WEIL & REPETTO  
THE *SHINE* WATCH LIGHTS UP WITH THE BALLERINA ICON



Precision and movement, a matter of attitude

In partnership with the famous French firm, Repetto, RAYMOND WEIL creates a variation on the *shine* watch inspired by the world of ballet. A symbol of freedom, elegance and movement, the *shine* “Etoile” watch appears attired in the spirit of tulle and asserts its character as a true performer through the versatility of two interchangeable straps crafted in Repetto leather. A jewelry watch that reinvents itself as the hours go by, representing a perfect ally for women and naturally adapting to their style and their desires.

Raising the curtain on the *shine* “Etoile” watch

Daintily framed by a 32 mm round steel case, the dial takes on the flowing grace of steel by means of a subtle white tulle motif appearing on a galvanized silver-toned satin sunbrushed dial creating light effects inducing a shimmering sense of movement. Thanks to a unique patented system of removable lugs developed by the R&D team of RAYMOND WEIL, the *shine* “Etoile” watch changes straps and style with equal ease. Alongside its classic metal bracelet, it may be teamed with straps crafted from Repetto leather. Two star shades – iconic blush pink, the emblem of legendary pointe and demi-pointe ballet shoes; and Crystal carbon black – express a blend of elegance and glamour, surrounding the wrist with a graceful, airy touch. In step with its blued hands, the *shine* “Etoile” watch accompanies the 24 hours in a woman’s life. This versatile and multifaceted timepiece is the icon of the world’s gifted ballerinas, étoile dancers and other stellar feminine figures.



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*"Expertise is a living heritage that we cultivate and that we translate into the future. It is this mindset that sparked the cooperation with RAYMOND WEIL. Two independent family-minded House that both nurture excellence and precision,"* says **Jean-Marc Gaucher**, CEO Repetto.

*"For 40 years, RAYMOND WEIL has been showcasing the wealth of Swiss watchmaking expertise. For 70 years, Repetto has been perpetuating this style, this French-style elegance and know-how that consolidates the stature of the country that saw the birth of classical ballet. Repetto and RAYMOND WEIL epitomize beautiful family stories united by a quest for excellence and precision. Together, we accompany the women of the world as they give the performance of their lives",* enthuses **Elie Bernheim**, CEO RAYMOND WEIL

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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.

## *REPETTO Paris*

It was just a stone's throw from the Paris Opera House that, back in 1947, Rose Repetto created for her son Roland Petit the ballet shoes that continue to accompany the world's finest dancers on stages the world over. This far supplier and more form of



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footwear created using the “sewn-back” technique sent the name of Repetto into orbit amid the constellation of étoile ballet dancers.

Since 2009, Jean-Marc Gaucher has been guiding the destiny of this French firm that is celebrating its 70<sup>th</sup> anniversary this year. A fine family history lies behind a Maison whose global reputation is also expressed through a range of shoes, leather goods and fragrances.

**For more information:**

RAYMOND WEIL Geneva

[prdepartment@raymond-weil.ch](mailto:prdepartment@raymond-weil.ch)

<http://www.raymond-weil.com/fr/press-news/>

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