

RAYMOND WEIL

GENEVE



RAYMOND WEIL

GENEVE

Horological Poetry in Bloom, Raymond Weil × Collectors Watch Club Present the "Taif Rose" Millésime

In an exquisite celebration of culture, craftsmanship, and connoisseurship, Raymond Weil, the venerated Swiss maison, joins hands with the Collectors Watch Club of Saudi Arabia to unveil a singular horological creation: the "Taif Rose" Limited Edition, based upon the classically inspired Millésime 39.5mm Small Seconds line.

This limited series, comprising only 25 exclusive pieces, stands as a sartorial expression of cultural homage and mechanical finesse: an heirloom not merely worn, but experienced.

A Tribute Rooted in Fragrance and Soil: The Story of Taif Rose

At the heart of this creation lies an inspiration as rare as it is regal: the Taif rose—a flower native to the mist-veiled heights of Taif, a city perched along the Sarawat Mountains of western Saudi Arabia. Here, in elevated air and mineral-rich soil, the rose is cultivated through centuries-old traditions, yielding a bloom of extraordinary character: dark, velvety, and intoxicatingly fragrant.

Harvested during the brief window of spring in the pre-dawn hours, the Taif rose has long been revered for its purity and potency. Its essence forms the base of some of the world's most coveted perfumes, and its cultivation remains a generational craft steeped in poetry, pride, and precision. It is a flower of ceremony, sensuality, and sovereignty.

It is this symbolic richness that Raymond Weil and Collectors Watch Club sought to embody, not through fragrance, but through form. The result is a timepiece that transcends function, capturing the rose's essence in every surface, tone, and tick.

Mechanical Reverence: The Millésime 39.5mm Small Seconds

The Millésime line, known for its reverent nod to mid-century modernity, provides a perfect architectural foundation. Measuring 39.5mm, the case is rendered in satin-brushed stainless steel, with polished accents that catch the light in soft, deliberate glints. Its profile is both contemporary and classic, housing a sector dial of sublime restraint and symmetry.



RAYMOND WEIL

GENEVE

Mechanical Reverence: The Millésime 39.5mm Small Seconds

The defining feature of the Taif Rose Edition is its light burgundy dial, developed exclusively for this collaboration. Subtle yet rich in tonality, the dial reflects the natural palette of the Taif rose at both dusk and dawn, delicate and romantic in the cool serenity of morning, dignified and mysterious under the fading glow of evening. In varying light, it shifts between crimson, rosewood and terracotta, conjuring the ephemeral glow of sunset on mountain petals and the tender blush of first light across highland bloom. It is a chromatic meditation, a surface alive with nuance, much like the rose that inspired it.

A recessed small seconds subdial at six o'clock introduces texture and rhythm, anchoring the design with quiet sophistication. Beneath the dial, a Swiss automatic movement ensures precise mechanical performance. Through the exhibition sapphire caseback, collectors will discover the Collectors Watch Club logo finely engraved as a mark of provenance and shared values.

Substance, Style, and Versatility

This exclusive edition is offered on an elegantly integrated stainless steel bracelet, chosen for its fluid taper and structural poise. Complementing it is an additional custom-crafted strap, curated to harmonize with the chromatic complexity of the dial. Whether on steel or leather, the timepiece transitions seamlessly from day to evening, formal to understated an expression of versatility without compromise.

This is not merely a watch. It is a curated object, forged in reverence to both horological integrity and cultural memory.

Conclusion: The Horology of Scent, Soil, and Story

The Taif Rose Limited Edition is a poetic intersection of terroir and technique of a flower rendered eternal through the language of Swiss watchmaking. It embodies rarity without pretension, opulence without ostentation. In a world of excess, it offers intentional scarcity: 25 pieces, unnumbered, equally treasured, equally rare.

This collaboration between Raymond Weil and the Collectors Watch Club is not a launch; it is a legacy. A tribute to the past, a refinement of the present, and an heirloom for the future.

