

Editors' CHOICE

Baume & Mercier



SINCE ITS FOUNDING IN 1830, THE BAUME & MERCIER BRAND has continually created innovative yet affordable luxury timepieces that are inherently sophisticated and elegant, and ideally suited to mark those special occasions in life. Each of Baume & Mercier's collections possesses its own lineage, offering identifiable features that characterize the line's heritage and inspiration.

During the 1970s, Baume & Mercier offered timepieces such as the Galaxie and Stardust models.

Perfectly mirroring the brand's inherent creativity, these models won prestigious international distinctions such as the Golden Rose of Baden-Baden. In 1973, Baume & Mercier anticipated societal changes by presenting the Riviera, one of the world's first steel sports watches. In 1988, the firm joined the Richemont group and enriched its collection with a number of successful models, which were immediately established as the brand's flagship lines.

Baume & Mercier currently offers six collections designed to provide the best possible representation of quality watchmaking: Classima for those with a penchant for minimalist design; Promesse, the collection for chic and sophisticated ladies, features an oval within the circular bezel; Capeland for chronographs and Worldtimer watches; Hampton for shaped watches intended for both men and women; Linea for elegant and dynamic women; and finally, the new Clifton collection matching the expectations of urbanites looking for a classic yet contemporary timepiece. The brand offers timepieces suited to only the most discerning collectors. ●



A round 43mm, big date watch for men, the Clifton 10205 comes with an automatic movement featuring big date and power reserve functions (all photos)

