## BAUME&MERCIER

Since its founding in 1830, Baume & Mercier has been dedicated to innovation and watchmaking excellence, and has quickly garnered international recognition as the watch brand with which to celebrate life's special moments.

Today, the brand continues with its design creed, artfully rising to the challenge of creating affordable luxury timepieces that are inherently powerful and enticing – inside and out.

Drawing upon its distinct heritage of sophisticated styling and virtuosity, Baume & Mercier have masterfully crafted a unique blend of timepieces for it's 2012 collection – inspired by the relaxed seaside living of the Hamptons.

Incorporating key design elements, signature details and delightful new features and functions, the 2012 collection reflect the brand's prolific abilities in product development and execution. The results are rembarkably high-quality, harmoniously balanced timepieces that are as timeless as the seaside that inspired them.





## the moment has arrived

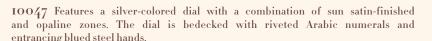
The Baume & Mercier 2012 collection, inspired by the relaxed lifestyle and sophisticated culture of the Hamptons, invokes the charm, creative spirit and rich authenticity, characteristic of the seaside villages and hamlets that comprise this unique enclave.

LINEA The timeless elegance of cutting-edge style of the Linea series is further enhanced by the introduction of new automatic editions and new seasonally inspired interchangeable colored straps - enabling women to enhance their Linea wardrobes versatility and their own timeless style.

CAPELAND Designed as a watch for all seasons and all lifestyles, these casual sport-chic automatic chronographs are built with top-quality movements, Arabic numerals, Superluminova\* accents and distinctively designed and colored tachymeter and telemeter scales.

HAMPTON First inspired by a museum piece from the 1940's, the Hampton collection blends a highly distinctive rectangular vintage case shape with architectural lines and features that reflect not only the classic lineage of this timepiece, but today's active lifestyle. This fact is beautifully illustrated in the new, integrated bracelet design, featuring polished- and satin- finished steel link and a triple folding push-piece clasp for added security.

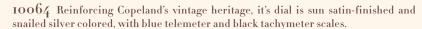




10051 This elegant ladies watch features a 34.5 x 22 mm polished satinfinished diamond-set (0.478 cts) steel case with an opaline and mother of pearl dial with riveted Arabic numerals encased in a curved sapphire crystal.

10048 Features a dial with a combination of sun satin-finished anthracite and opaline black zones. The dial is bedecked with riveted Arabic numerals and entrancing rhodium-plated hands.





10062 Features a rich sun satin-finished black and snailed anthracite dial. The telemeter scale is bright red and the tachymeter scale is white. The 42mm models house automatic Valjoux 7753 calibers, while the 44mm version house the automatic La Joux-Perret 8120 caliber.

10065 Bedecked with a sun satin-finished blue and snailed black dial, with red telemeter, white tachymeter and Arabic numerals. It is accented with a black alligator strap with adjustable triple folding security buckle.



LINEA

polished and satin finishes. The watch is enhanced with an additional elegant brown satin strap with pin buckle to offer versatility thanks to the ingenious

IOOII This watch features a 27 mm polished and satin-finished stainless steel case, Quartz movement, decorated case back, o.4 carat diamond set mother-ofpearl dial with riveted indexes, date function, a polished satin-finished bracelet that is interchangeable with a black satin strap.

10072 Elegant in both form and function, it features mother-of-pearl dial, and diamond-set bezel and polished/satin-finished steel bracelet with a triple-folding security clasp.