

BAUME & MERCIER

MAISON D'HORLOGERIE GENEVE 1830

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 remarkably high-quality, harmoniously balanced timepieces that are as timeless as the seaside that inspired them.

For more information, contact
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www.baume-et-mercier.com

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Life is about moments



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Capeland

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.



**10047 - 45mm
AUTOMATIC
CHRONOGRAPH**



**10051 - 34.5mm
AUTOMATIC
CHRONOGRAPH**



**10048 - 45mm
AUTOMATIC
CHRONOGRAPH**

HAMPTON

10047 Features a silver-colored dial with a combination of sun satin-finished and opaline zones. The dial is bedecked with riveted Arabic numerals and entrancing blued steel hands.

10051 This elegant ladies watch features a 34.5 x 22 mm polished satin-finished 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.



**10064 - 44mm
AUTOMATIC
CHRONOGRAPH**



**10062 - 42 and 44mm
AUTOMATIC
CHRONOGRAPH**

CAPELAND



**10065 - 44mm
AUTOMATIC
CHRONOGRAPH**



**10073 - 32mm
AUTOMATIC**



**10011 - 27mm
AUTOMATIC**



**10072 - 32mm
AUTOMATIC**

LINEA

10073 Created in a two-tone case with integrated metal bracelet with luxe 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 Baume & Mercier interchangeable strap system.

10011 This watch features a 27 mm polished and satin-finished stainless steel case, Quartz movement, decorated case back, 0.4 carat diamond set mother-of-pearl 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.