

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.

IWC Father and Son Collection

Two IWC pilot's watches for the best partners in the world: **father and son.** In a form of lifetime male bonding, they share the major and minor exploits of their common adventures. Like a pilot and co-pilot, they work well together as an experienced team, and these two watches, which give outward expression to this sense of belonging together, unite them as a token of their friendship. This is also true in technical terms, for both timepieces belong to one of the most distinctive watch families from IWC Schaffhausen – and they are tried and tested pilot's watches through and through.



IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868

IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868





Father - PILOT

Tech Specs: 46.2 mm platinum case is the Ref. 5004, the Big Pilot's Watch with the 51111 calibre, the renowned long-running mechanical movement with an automatic Pellaton winding system, date and seven-day power reserve that is indicated on the dial. The antireflective sapphire glass is specially secured against displacement by a sudden drop in air pressure. And the watch is water-resistant to 6 bar.



Like father and son. Both have the same rhodium-plated, light-coloured dial of the pilot's watches, the same user-friendly onion-shaped crown of the early pilot's watches from IWC, and the same brown crocodile leather strap and characteristic steel rivets. Wear it and stand out from the crowd. Individually and even more so together. The only difference between the two watches is their size – like father and son.



Son - CO PILOT

Tech Specs: The smaller edition for the son largely corresponds in technical terms to the Pilot's Watch Mark XVI with its 39 mm stainless steel case and the 30110 calibre automatic movement. It also has a screw-in onion-shaped crown, an antireflective sapphire glass secured against displacement by a sudden drop in air pressure.

The Portuguese watches from IWC represent the long tradition and the unfailing fascination of mechanical time measurement. They are generously dimensioned, fine mechanical masterpieces whose origins reach far back into the last century. In the first watches of this kind, which were produced at the special request of two Portuguese traders, ticked the legendary original pocket watch movements from IWC – from the beginning the epitomé of watch-making perfection.

What all Portuguese watches have in common, next to striving for horological perfection is the classic, timeless style of a harmonious case and a clear dial with Arabic numerals, fine lancet hands and a small seconds.

These seafarers' watches are appropriately worn on a fine leather strap.



For more information, please contact
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IWC. Engineered for Men.



A legacy of pioneering spirit, verve and ambition were instilled into the manufactory by its founder. For the engineers at IWC, pleasure in watches is more than pleasure in accurate time. It is enthusiasm for an amazing idea. The interplay between precision and a creative solution. Accordingly, for more than 140 years, IWC has been devoting a tick more time to watches. In the horological specialties segment, watch lovers are full of praise for the creative engineering art from Schaffhausen. Grande Complication, Da Vinci and Portuguese are the names of these exclusive timepieces. Pilot's watches, Ingenieur and Aquatimer are in the traditional watches/timepieces sector. With their sporting/ practical design and cases made of stainless steel or titanium, they are the daily companions of active people.



PORTUGUESE PERCEPTUAL CALENDAR in white gold (42.3MM)

Reference XXXX

The Portuguese Perpetual Calendar has just about everything you could possibly wish for: a perpetual calendar, a perpetual moon phase display, a window showing the year in four digits, a seven-day automatic movement with Pellaton winding system and a power reserve display.

▲ Mechanical movment, Automatic Pellaton winding system, Seven-day power reserve, power reserve display, Perpetual calendar with displays for the day, date, month, year in four digits and perpetual moon phase, off-center small seconds hand with stop function, Breguet spring, Convex sapphire glass, Sapphire glass back, Water-resistant 30m, Case height 15.6mm, Diameter 42.3mm

IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868



PORTUGUESE AUTOMATIC in rose gold (42.3MM)

Reference XXXX

Whilst retaining the classical appearance of the legendary original Portuguese from the 1930's, this watch comes with one of the finest features that IWC has to offer today: the renowned IWC Pellaton winding system, classical small seconds hand and a power – reserve display.

▲ Mechanical movement, Automatic Pellaton winding system, Seven-day power reserve, Power reserve display, Small seconds hand with stop function, Breguet spring, Rotor with 18ct. yellow gold medallion, Date display, Convex sapphire glass, Sapphire glass back, Water-resistant 30m, Case height 13.9mm, Diameter 42.3mm



PORTUGUESE CHRONO-AUTOMATIC in stainless steel (40.9MM)

Reference 3714

Precision timing was also a priority for the Portuguese seafarers; therefore it was essential for IWC to introduce a chronograph into the line. Since then, the Portuguese Chrono-Automatic has become a staple of the collection with its timelessly classic look and feel.

▲ Mechanical chronograph movement, Self-winding, Small seconds hand with stop function, Convex sapphire glass, Water-resistant 30m, Case height 12.3mm, Diameter 40.9mm

IWC Aquatimer Automatic 2000

Art. No.	IW 356802
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / rhodié, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$4,400



The Aquatimer family will include the following watches from 2009 onwards:

- Aquatimer Deep Two
- Aquatimer Chronograph Edition Galapagos Islands
- Aquatimer Chronograph
- Aquatimer Chronograph in red gold
- Aquatimer Automatic 2000

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IWC Announces the New Aquatimer Collection at Swiss Fine Timing



First launched in 1967, the Aquatimer line has an unmistakable DNA that has not changed over time. This year, the Aquatimer collection has undergone an extensive revision both technically and aesthetically. The re-launch coincides with a new partnership with the Charles Darwin Foundation. IWC will help support their great work in environmental and marine conservation in the Galapagos and in turn help mark the Darwin bicentennial year.



IWC Aquatimer Chronograph in Rose Gold

Art. No.	IW 376903
Case	Rose gold 5N
Glass	Sapphire, anti-reflective
Dial / Hand	Black / gold plated, SL
Strap	Rubber, black
Buckle	Pin buckle, rose gold 5N, bracelet quick exchange system
Suggested Retail Price	\$19,900



IWC Aquatimer Chronograph

Art. No.	IW 376704
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / rhodié, SL
Strap	Rubber, blue
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$6,300

IWC Aquatimer Deep Two

Art. No.	IW 354702
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / red, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$14,900



IWC Aquatimer Chronograph Edition Galapagos Island

Art. No.	IW 376705
Case	Stainless steel, coated with vulcanised rubber
Glass	Sapphire, anti-reflective
Dial / Hand	Black / black, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel with rubber coating, bracelet quick exchange system
Suggested Retail Price	\$6,500

