



BAUME & MERCIER

MAISON D'HORLOGERIE GENEVE 1830

SOCIAL MEDIA PACKAGE

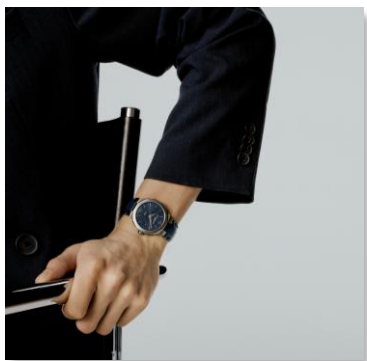
JULY

GRID: JULY

RIVIERA FOCUS

POST 1

STATIC



Introducing Riviera 73.

A reinterpretation of the first generation of the Riviera launched in 1973.

--

Riviera 10846: 39 mm | Quartz | Dodecagonal bezel & case

--

#BaumeetMercier

#Riviera

#Vintage

POST 2

CAROUSEL



Its slim proportions, with a 7.7mm thickness, 39 mm diameter and quartz movement take inspiration from the original model, with its iconic dodecagonal bezel and case.

--

Riviera 10846: 39 mm | Quartz | Blue Calfskin Strap

#BaumeetMercier

#Riviera

#Slimwatch

#Elegantwath

POST 3

VIDEO



Taking inspiration from the sea, the Riviera 10846's blue sun-satin dial with wave decoration highlights the riveted indexes and Roman numerals.

--

Riviera 10846: 39 mm | Quartz | Blue sun-satin dial

#BaumeetMercier

#Riviera

#WatchCollector

#Bluedial

GRID: JULY

RIVIERA FOCUS

POST 4

STATIC



Today, the Riviera 73 carries forward the style of the collection, reinterpreting its founding codes in a contemporary way while remaining faithful to its original spirit.

--
 #BaumeetMercier
 #Riviera
 #Quartzwatch

POST 5

VIDEO



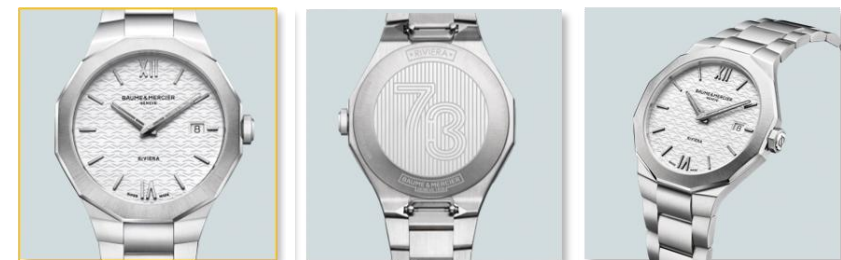
Featuring a white opaline dial with wave decoration and three-row strap in satin-polished steel with a triple folding clasp with security push-pieces. Powered by a quartz movement, it offers a 5-year autonomy and is water-resistant to 5 ATM.

--
 Riviera 10845: 39 mm | Quartz | Integrated three-row strap in satin-polished steel | triple folding clasp

#BaumeetMercier
 #Riviera
 #Steelwatch

POST 6

CAROUSEL



Engraved on the caseback of every Riviera, the number '73' framed by vertical lines, evoking the deck of a boat. More than a detail, it's what makes this piece unique. A discreet nod to where it all began.

Did you know you can also personalise your caseback with an engraving?

--
 Riviera 10845: 39 mm | Quartz | Dodecagonal bezel

#BaumeetMercier
 #Riviera
 #Engraving
 #Personalisedwatch

GRID: JULY

RIVIERA FOCUS

POST 4

CAROUSEL



Adorned with a sun satin-finished warm silver dial and transparent waves decor, the Riviera 10810 features a dodecagonal polished and satin-finished stainless steel case.

Also available with automatic movement.

--

Riviera 10810: 33 mm | Quartz | interchangeable stainless-steel bracelet

#BaumeetMercier
#Riviera
#Smallwatch

POST 5

STATIC



Inspired by the Riviera, each creation embodies a nod to the effortlessly chic Riviera attitude.

Which Riviera is your favourite? Comment below!

#BaumeetMercier
#Riviera
#Rivieraattitude

POST 6

VIDEO



Bathed in the warmth of the summer sun, The Riviera Warm Silver is a radiant ode to color and elegance.

Its warm silver dial, reminiscent of sun-kissed waves, brings a touch of luxury to every moment.

--

Riviera 10810: 33 mm | Quartz | interchangeable stainless-steel bracelet

#BaumeetMercier
#Riviera
#Summerwatch