

## **Clifton Club | The “Gentlesportsmen”** By Baume & Mercier

### **THE “GENTLESPORTSMEN”**

Fair play, camaraderie, respect, team spirit, friendship, sharing and surpassing oneself: “sport” brilliantly portrays the meaning of masculinity. The days when sport simply meant, sweat and competition, are over. Today, men love participating in sport just as much for its health benefits and social dimension as for the positive values and sense of elegance it promotes.

A sport is not only about the time spent on the field or court. Celebrating a triumphant win, or suffering a grueling loss brings the team together. Today, playing a sport is a time to share efforts, work out strategies and set personal and collaborative goals. This is the new spirit of sports and the “gentlesportsmen” who play.

With this rallying spirit, Baume & Mercier unveiled its new collection of Clifton Club timepieces. The Clifton Club is as multitalented as a “gentlesportsman” who grasps everything life has to offer without watching the clock. Designed for adventure, resolutely contemporary, refined and athletic, the Clifton Club elegantly portrays this new spirit of sport while upholding traditional watchmaking principles. The Clifton Club timepiece is accurate, high performing and robust, with an athletic look and a stylish shape.

**#CliftonClub    #gentlesportsmen**

### **THE FILM**

The Clifton Club film conveys the spirit of a “club” comprised of accomplished athletes who enjoy life and all it has to offer. Values of camaraderie, simplicity and true elegance are at the heart of the Baume & Mercier, alongside those who wear the timepieces:

The individuals featured in the film are sportsmen who are friends in real life. This ensures authenticity in capturing the spirit of Clifton Club. There is nobody better than a group of passionate athletes who embody the beauty of movement and the pleasure gained from practicing their discipline beyond the competitive world.

To create this “club”, Baume & Mercier identified highly motivated and true sportsmen, many of whom also work with charities and remain accessible in their local communities; individuals with whom all men can easily identify. The Clifton Club watch has become a symbol of belonging to this male community with its urban yet sporting lifestyle.

**#teamspirit**

## **THE "CLUB"**

With this in mind, Baume & Mercier has created a community of "gentlesportsmen": ambassadors from the international world of sports who embody these values and this spirit. This is more than a collection of sports watches: with the Clifton Club, Baume & Mercier wants to share a human experience with as many people as possible. Here, we introduce you to these motivated sportsmen who have chosen the Clifton Club as a symbol of belonging to a community in which sport is, above all, a pleasure.

### **Morgan Hellen**

At the 14<sup>th</sup> World University Rowing Championships in September last year, the Men's Four was won by Team GB: Oliver Knight, William Warr, Thomas Ford and Morgan Hellen. Twenty-five-year-old Hellen is passionate about rowing and is preparing for the next Olympics in Tokyo, while remaining dedicated to his architecture studies.

*'Being part of the Clifton Club is much like being part of a rowing team or boat. We all share common ethics, morals and goals. Whether you're putting on your rowing kit or your Clifton you feel the same sense of pride.'*

### **Race Imboden**

Race Imboden was born in Florida and lives in Brooklyn, New York. At just 23 years old, he is one of the world's leading fencers. He competed in the 2012 Olympics and won bronze in Rio last year. Imboden exudes precision and elegance. His second passion is modelling.

*"The Clifton Club perfectly mirrors the strength and beauty I find in fencing."*

### **Joe Kinder**

Joe Kinder is a professional climber and passionate about photography. He lives in Berkeley, California. Driven by his passion, Kinder is constantly stretching his limits in order to fulfil his dreams. He loves challenges and relishes every step of the tasks he sets himself. Success is his only goal. The pleasure he gains from his accomplishments combined with the discovery of new places makes him truly fulfilled. Kinder is also an accomplished aesthete who is interested in art, photography and painting.

*"The Clifton Club is a representation of my pride in style and class. My Clifton is attached to me and my personal style and is part of my every day."*

### **Andrea Mazzuca**

"Live your life with the same passion every day": this is the motto of Andrea Mazzuca, who has invested in a marketing agency at the age of 23. A self-motivated entrepreneur at heart with a passion for classic sports cars, Mazzuca has created the "gentleman driver" style, designing a range of articles for men from ties to driving gloves, all with his personal Italian touch. It is possible to live one's dream.

*"Every Gentleman should match his style with his ambition! I consider the watch a masterpiece for a gentleman who is always looking for authenticity, with a personality focused on the impressive details inspired by the Shelby."*

### **Romain Maurin**

Immersed in the world of surfing from a young age, alongside his father, Romain Maurin grew up in Tarnos, France, where he first stepped on a board at the age of five. In 2007 he won the World Longboard Tour event and last year became French Longboard Master Champion. More than anything else, Maurin loves the sensations of his sport and the values of the surfing community: sharing, support and simplicity.

*Surfing, and more specifically longboarding, is more than a sport, it's an art! A surfer's style and elegance is echoed in the design of the watch. Sharing, whether on the waves or dry land, is a core value of surfing, and it ties in perfectly with everything the Clifton Club represents.*

### **Paul Vergnaud**

Paul Vergnaud is a legend in the world of bike polo: European Champion in 2015, World Vice Champion and French Champion in 2016, this intrepid young Frenchman has already proved himself in the sport. Behind the talent lies an attentive and charismatic team captain who represents everything Baume & Mercier aims to convey about sport in general. Vergnaud has traveled the world and is loved by the public for his prowess and sense of fair play: agility, elegant movement, strategy and endurance.

*Bike polo is an urban team sport, two characteristics that don't often come together. This unique combination connects my vision of bike polo with the spirit of the Clifton Club.*

### **Gautier Fayolle**

A six-time world champion of freestyle football, Gautier Fayolles has become the Frenchman to watch in this emerging discipline. In addition to his passion for the sport, Fayolles enjoys working with young people and sharing with them the values that guide his life choices. He now works with the French youth sports league to host competitions and meetings.

### **Saul Craviatto**

Saúl Craviotto, four-time Olympic medal winner, is the most successful Spanish Olympic athlete of his generation. He was named "Man of the Year" by GQ Magazine in 2016 and is ranked among the "Top 20 sexiest world athletes". The newly married Craviotto is the embodiment of elegance and success. He is also committed to promoting sport and a healthy lifestyle.

*"Its style fits perfectly with my daily life, be it training or special events. I've worn it every day since I got it."*

### **Maxime Médart**

Maxime Médart is a French rugby player. At age 30, he has shown great talent as a fullback for Stade Toulousain and with the French national team. He also supports the Premier de Cordée charity for disability sports, a cause that is very important to him.

*"I like the Clifton Club watch because it's lightweight and slim with a great sporty look. It's comfortable to wear and I like the colors."*

### **Yoann Huget**

Yoann Huget plays rugby for Stade Toulousain alongside Maxime Médart, in wing position. Huget is a passionate young man who shares Baume & Mercier's values of team spirit, respect, surpassing oneself and sharing.

*"One of the important values in rugby is sharing, both on and off the field. My team has become my second family, so I find this fits with the spirit of the Clifton Club, which combines sport and community."*

### **Tom Boon**

Tom Boon is a Belgian field hockey player who is usually positioned as a striker. He has been one of the key players on the Belgian national team since 2008, winning silver at the Rio Olympics in 2016. According to the International Hockey Federation, Boon is one of the top ten players in the world.

*"What I like about the Clifton Club is its elegance with a sporty touch. It fits perfectly with my Gentlesportsman style. I like to feel I belong to a team who represent the same values."*

### **Pedro Silva**

Pepe is a 24-year-old, Brazilian Canoeist in the Slalom Category, who was recently one of the finalists on the Rio 2016 Olympic Games. For three consecutive years, he was elected the best athlete in Canoeing in Brazil, holding the title of a 10 times National Champion and four times Pan-American Champion. Pepe is actually preparing for the next Olympic Games in Tokyo, while finishing his studies in physical therapy.

*"One of the aspects I love about canoeing is the importance of preciseness. Clifton Club and canoeing both share this core value. The watch is comfortable, easy on the wrist, and it helps me to keep accuracy of my time while training and competing. It matches perfectly my style and sporty attributes"*

**#gentlemenstyle**

### **CLIFTON CLUB**

***High-end finishes, sporty attributes***

In all its versions, the Clifton watch radiates its status as a champion. All finishes are carried out by hand, with the greatest respect for Geneva's watchmaking traditions: the beveled edge is polished and the top is satin-brushed, along with the caseband on the all-steel versions. These contrasting

polished and satin finishes highlight the elegant bevel that runs around the case. The black version in sand-blasted ADLC steel gives this timepiece a confident, virile, matte look.

As the finishing touch, the engraved knurled steel bezel is unidirectional to avoid false readings if turned the wrong way, and it projects slightly for easier handling. A rotating bezel with 120 notches provides ultimate precision with two notches per second. Here too, Baume & Mercier has left nothing to chance: with the double finish, polished on the edges and sand-blasted in the center, the bezel of the Clifton really stands out. The numerals are filled by hand with long-lasting lacquer in orange, or in black for the all-steel and leather versions. An ADLC steel ring is integrated to the black version, and a steel/aluminum ring for the blue version.

**#CliftonClub    #baumeetmercier**