**Baume & Mercier Clifton Club Quartz Watch**

**For all gentlesportsmen, without exception**

The stylish sports pillar of Baume & Mercier, the Clifton Club collection, expands this year to include a new offer: the Clifton Club Quartz, which meets the needs of those seeking an attractive, multipurpose watch at a fair price. Designed for adventure with a contemporary, refined and athletic profile, the Clifton Club Quartz watch elegantly revisits the sports market while keeping traditional watchmaking values in mind.

Attractive and modern, the Clifton Club was designed for today's man for any occasion. The Baume & Mercier Clifton Club Quartz is made for the many gentlemen seeking an attractive, affordable, stylish sports watch. It may be worn on weekends or weekdays, at the office or on a motorcycle excursion, on a business trip or for a morning jog. In a word, you'll never take it off!

**Our Gentlesportsmen**

They are a *group of friends* who like to enjoy themselves with a ball or a surfboard. Healthy competition and pushing back the limits are part of their values, but these are inseparable from their sense of sharing and team spirit. Our "Gentlesportmen" share the same philosophy and the same approach to sport.

The Clifton Club is the symbol of belonging to this community of men with athletic urban lifestyles. Our accomplished, passionate athletes elegantly define today's sporting spirit.

Some of our sports ambassadors got together for a photo shoot among *friends.*

The idea: to express the flexibility of a man who is both athletic and refined with a play on the duality of looks that demonstrate two states of mind – two personalities – without dissociating them.

To create this juxtaposition, each portrait of a passionate athlete depicts their sports discipline combined with an elegant outfit.

As a final touch, each of our "Gentlesportsmen" is wearing one of the Collection Clifton Club models.

**A stylish design, a sport-minded line**

The new Clifton Club editions are powered by a Swiss-made quartz movement and boast a distinctive design that offers elegance, sporting prowess, functionality and comfort on the wrist. Crafted in very high-quality stainless steel (316L), the case has a round opening and a well-balanced diameter of 42 mm. With a thickness of 9.55 mm, its modern, contemporary dimensions allow the watch to be slipped discreetly under a shirt cuff or a sweatshirt. Unlike the Clifton Club Automatic, the Clifton Club Quartz reveals a non-rotating and snailed bezel that reinforces its athletic look. The color schemes (black, blue and contemporary orange) and water-resistance up to 10 ATM (100 meters) assured by a sealed, screwed-in caseback makes it a sporty, functional watch ideal for water sports.

**An emblematic dial for every key moment of life**

The Clifton Club Quartz's perfectly balanced dial is an aesthetic marvel. It evokes both sports modernity and the respect of watchmaking traditions. The matte black, white or sun satin-finished blue dial with protective Zapon varnish to fight oxidation perfectly captures the light and optimizes visibility. The date disc (black on the black dial or white on the blue dial) fits in harmoniously at 3 o'clock. Equipped with a timer, the riveted flange is decorated on the edge with a slender inner band in an orange-varnished finish, to enliven the dial. The curved indexes and the Phi logo – a symbol of balance positioned at 12 o'clock – are filled with Superluminova\* SLN C1 (green emission), offering optimal legibility by day and by night. To protect itself from external factors, the Clifton Club is equipped with an anti-reflective scratch-resistant flat sapphire crystal on the inside.

**Watchmaking finishes and a versatile spirit**

Like all Baume & Mercier signature watches, the Clifton Club Quartz features high-end finishes applied in the greatest respect of Swiss watchmaking traditions. With alternating polished-satin finishes, the case immediately brings to mind performance and elegance, fairness and power. The Clifton Club Quartz is available in four versions, each equally elegant and sporty.

With its "casual" spirit, the first model is distinctive for its opaline black dial, its suede-style black calfskin strap with orange rubberized calfskin, edged on the reverse, and its curves that perfectly nestle against the case, ensuring irreproachable comfort in wear. Exclusive to Northern America, there is a white dial version of this design as well.

More traditional but resolutely athletic, the second model plays on understatement with an opaline black dial and a stainless steel bracelet. Trendy and timeless, the third version reveals a sparklingly radiant blue sun satin-finished dial and a satin-polished 3-row steel bracelet. The folding clasp of the two last models feature the in-house design with the "Phi" logo stamped on the top.

With its customizable screw-down case back in steel, the reverse of the Clifton Club Quartz captures its philosophy. It features a coat of arms - like a private members’ club card. This coat of arms symbolizes the noble values associated with a particular idea of sport that Baume & Mercier has always honored: camaraderie, elegance, generosity, courage, and team spirit.