



BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

BAUME & MERCIER REVEALS NEW WOMEN'S WATCHES IN THE CLASSIMA LADY COLLECTION

Baume & Mercier is unveiling eight Classima Lady steel watches at SIHH 2019. With new dials and sizes, and with quartz and automatic movements, the collection has been designed to offer every woman her ideal timepiece. Two jewelled models with mother-of-pearl dial and diamond-set case are now being added to enhance the collection.

DELICATE AND FEMININE

The Classima Lady line is defined by its elegant simplicity. This year, 27 mm and 34 mm diameter versions are joining the existing 31 mm models. Each one features the classic hours and minutes functions as well as a date display at 3 o'clock on the dial. All are mounted on a five-row stainless steel bracelet featuring a triple folding clasp with security push-pieces.

AUTOMATIC CLASSIMA LADY

Attention to detail in the design gives each timepiece a unique identity. The automatic watches are instantly recognisable with their Roman numerals at 3, 6, 9 and 12 o'clock. They also feature a transparent sapphire case back through which the movement can be admired. There are beautifully feminine models with silver-plated dial and refined circular-grained minute track, as well as models with mother-of-pearl dial and diamond hour-markers.

DIAMOND-SET CLASSIMA LADY

Capturing the essence of femininity, this timepiece showcases a radiant dial in white mother-of-pearl enhanced by a diamond-set bezel. The Diamond-Set Classima Lady comes in a 31 mm case and is available in a quartz or automatic version. The automatic model features an elegant minute track that complements the dial.

BAUME & MERCIER AND WOMEN

The Maison Baume & Mercier has always had a special place in women's hearts. It all began in 1869 when Louis-Victor Baume gave his daughter Mélina a gold fob watch decorated with floral motifs. This was a very unusual and forward-thinking gift for those times, when women's watches were rare and did not particularly differ from those designed for men.



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In the early 20th century, fob watches began to make way for wristwatches, while jewellers began creating watches for women that resembled pieces of jewellery. The Maison Baume & Mercier, which has always been at the forefront of trends, brought out smaller wristwatches and more unusual designs, such as the iconic “baignoire” or oval shape.

In the mid-1940s, women’s watches became slimmer, and Baume & Mercier unveiled the Marquise, a timepiece with a slender rectangular case mounted on a cuff bracelet. The Marquise remained one of the watchmaker’s best-sellers until the early 1960s.

The Classima collection is inspired by a watch from 1965, which is kept in the Baume & Mercier archives. This collection represents 189 years of Swiss watchmaking tradition, as well as Baume & Mercier’s heritage of timepieces for women. With the Classima Lady, Baume & Mercier enables every woman to express herself by choosing the watch that reflects her personality.

References:

Classima 27 mm white quartz: 10489

Classima 27 mm diamond-set mother-of-pearl quartz: 10490

Classima 27 mm silver-plated automatic: 10492

Classima 27 mm diamond-set mother-of-pearl automatic: 10493

Classima 31mm mother-of-pearl quartz with diamond-set bezel: 10478

Classima 31mm mother-of-pearl automatic with diamond-set bezel: 10479

Classima 34 mm silver-plated automatic: 10495

Classima 34 mm diamond-set mother-of-pearl automatic: 10496