

TIME TO CELEBRATE!

BAUME & MERCIER CELEBRATES MEANINGFUL MOMENTS THIS FESTIVE SEASON

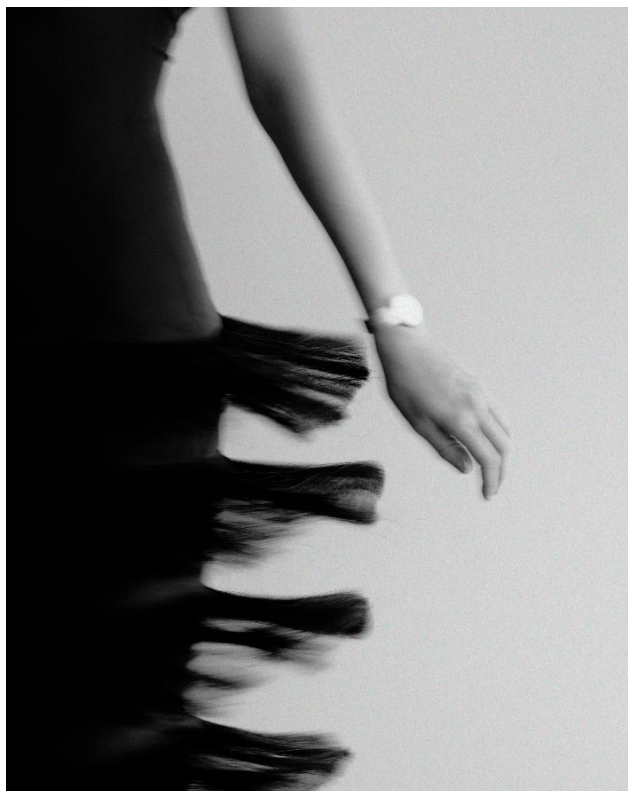
For nearly two centuries, Baume & Mercier has celebrated life's most meaningful moments, creating watches that commemorate milestones and accompany the occasions that bring people together. This Festive Season, this spirit finds expression in four timepieces from the Joia de Baume & Mercier, Hampton and Clifton collections, each with its own distinctive style and flair. Sparkling diamonds, polished steel and shades of blue set the tone, playing with light, reflection, colour and movement. From the brilliance of a jewellery watch to the depth of a dial, four distinctive expressions capture the energy of celebration and the moments we cherish.

GIFTS THAT BECOME MEMORIES

The Festive Season brings a particular sense of anticipation – tables set for evenings together, the glow of candlelight and familiar traditions shared with loved ones. A watch can have a place in these celebrations in more ways than one: worn as part of a special occasion or offered as a gift that will continue to recall it long afterwards.

Across generations, Baume & Mercier watches have accompanied celebrations and been chosen to mark meaningful occasions, with each collection offering its own expression of the Maison's heritage and style. Joia de Baume & Mercier draws on a longstanding tradition of expressive women's and jewellery watches; Hampton reinterprets the structured geometry and elegance of Art Deco; while Clifton looks to the refinement of the 1950s, characterised by slender proportions, clean lines and noble materials.

To mark the occasion more personally, the case back can be engraved with a date, name or a few words. This discreet, individual detail turns the timepiece into a keepsake to be worn and treasured for years to come.



JOIA DE BAUME & MERCIER: A TOUCH OF SPARKLE

A distinctly feminine interpretation of celebration, the Joia de Baume & Mercier M0A10850 captures the light with effortless elegance and sparkle. With a refined 28 mm diameter, its stainless-steel case is framed by a bezel set with 40 brilliant-cut diamonds. At its centre, a silvery dial with criss-crossed satin-brushed finishes echoes the texture of the flattened-link steel bracelet, while a black agate set into the crown provides a contrasting finishing touch.

Inspired by a historical Baume & Mercier creation from the 1980s, Joia de Baume & Mercier brings the Maison's jewellery-watch heritage into the present. Its soft, rounded lines and precious details express a confident femininity that has shaped Baume & Mercier's approach to women's watchmaking across generations. Moving effortlessly between everyday elegance and moments of celebration, Joia brings together heritage and modernity in an expression of personal style that is both precious and contemporary. With its distinctly personal character, Joia turns the pleasure of giving into something to wear and treasure.



HAMPTON XS: DRESSED FOR THE EVENING

With its graphic proportions and Art Deco character, the Hampton XS M0A10862 offers a sophisticated interpretation of evening elegance. Its unmistakable rectangular silhouette is presented in a miniaturised 28 x 17.75 mm format, preserving the architectural character that defines the Hampton collection. A sculpted black satin-finished dial brings depth to the minimalist design, contrasting with a polished stainless-steel case set with 28 brilliant-cut diamonds. The diamond-shaped steel bracelet extends the geometric language of the case around the wrist, combining graphic refinement with flexibility and comfort.

The brilliance of diamonds, intensity of black and precision of its Art Deco lines make it a natural choice for the dinners, gatherings and evenings that punctuate the Festive Season. Providing an elegant finishing touch when dressing for a special occasion, it makes a striking gift for someone special or oneself.



CLIFTON: CELEBRATION IN COLOUR

Colour brings a different energy to the two Clifton Baumatic models selected for the Festive Season. The limited-edition Clifton Baumatic M0A10870 is illuminated by an ice blue dial with a guilloché pattern that changes character as it catches the light. Its luminous tone is complemented by a polished and satin-finished stainless-steel case and integrated three-row bracelet. Beneath the dial, Baume & Mercier's Baumatic manufacture movement offers a five-day power reserve, bringing together technical performance and refined design.

The Clifton Baumatic M0A10771 offers a deeper chromatic expression. Its gradient blue lacquered dial moves from darker tones around the edge towards a lighter centre, creating depth and contrast. Paired with a blue alligator strap, the 39 mm timepiece combines the vintage inspiration of the Clifton collection with a contemporary sense of refinement.

Both models draw on the elegant watchmaking codes of the 1950s, reinterpreting harmonious proportions, refined finishes and clean lines through a contemporary lens. Discreet yet assertive, the two shades of blue reveal distinct facets of Clifton: one luminous and fresh, the other deep and refined. Together, they offer two distinctive choices for the Festive Season, each bringing its own character to a gift designed to endure well beyond it.



TIME TO CELEBRATE

The Festive Season is about more than the gifts we exchange. It is a time to come together and create memories with the people who matter most. From the sparkle of Joia de Baume & Mercier and the graphic elegance of Hampton XS to the distinctive shades of Clifton, each of these timepieces has a place in these moments. Worn as part of the celebration or offered to mark it, each timepiece carries something of the occasion into the years that follow.

JOIA DE BAUME & MERCIER M0A10850



- **Movement**
 - Quartz (Ronda 751)
 - 5-year autonomy
- **Functions**
 - Hours, minutes
- **Case**
 - Round, without lugs
 - Dimensions: 28mm
 - Thickness: 7.2mm
 - Polished stainless steel case
 - Polished stainless steel bezel set with 40 diamonds (brilliant-cut, Top Wesselton, VS quality, 0.81 cts)
 - Domed, scratch-resistant, anti-glare sapphire crystal
 - Domed crown in polished stainless steel case set with a black agate
 - Solid case back in polished stainless steel (may be engraved)
- **Dial**
 - Silvery dial with criss-crossed satin-brushed finish
 - Black Roman numeral transfers
 - Ruthenium leaf hands
- **Strap**
 - Interchangeable strap in stainless steel with embossed flattened link decoration
 - Interchangeable spring-bar system making it possible to change the bracelet without the need for tools
- **Clasp**
 - Triple folding clasp in polished stainless steel
- **Water-resistance**
 - 50m (approx. 5 ATM)

HAMPTON M0A10862



- **Movement**
 - Quartz (Ronda 751)
 - 5-year autonomy
- **Functions**
 - Hours, minutes
- **Case**
 - Rectangular
 - Dimensions: 28 x 17.75 mm
 - Thickness: 6.3 mm
 - Polished stainless-steel case set with 28 diamonds (brilliant-cut, Top Wesselton, VS quality, 0.22 cts)
 - Scratch-resistant sapphire crystal
 - Cone-shaped stainless-steel crown set with black agate
 - Full polished stainless-steel case back with the possibility the engrave it
- **Dial**
 - Stepped black sunray satin-finished dial
 - Rhodium fan-shaped sword hands
 - Rhodium plated Phi logo at 12 o'clock
- **Bracelet**
 - Interchangeable polished and satin-finished diamond-shaped steel bracelet
 - Interchangeable bars system allowing bracelet changes without tools
- **Buckle**
 - Polished and satin-finish stainless-steel triple folding buckle
- **Water resistance**
 - 50m (approx. 5 ATM)

CLIFTON M0A10870



- **Movement**
 - Manufacture self-winding Baumatic (BM13-1975 A)
 - Bridges with circular-grained decor
 - Sandblasted plate with snailed decor
 - Open-worked oscillating weight adorned with “Côtes de Genève” and snailed decors
 - Specific Baume & Mercier engravings
 - Power reserve: 5 days (120 hours)
 - Jewels: 21
 - Frequency: 4Hz (28,800 vph)
 - Size: 12 ½ ” / Thickness: 4.2 mm
- **Functions**
 - Hours, minutes, seconds, date
- **Case**
 - Round
 - Dimensions: 39 mm
 - Thickness: 11.22 mm
 - Polished and satin-finished stainless-steel case and crown
 - Antiglare (2 faces) scratch-resistant domed sapphire crystal
 - Open sapphire case back secured with 4 screws and special engraving “Limited Edition” with possibility to engrave the case back
- **Dial**
 - Ice-blue dial with guilloché pattern
 - Black crosshair in the center
 - Snailed minute track
 - Riveted rhodium-plated trapezoid-shaped slightly elongated indexes and Arabic numeral at 12 o'clock
 - Faceted rhodium-plated alpha hour and minute hands
 - Rhodium-plated seconds hand
 - Tone-on-tone date display at 6 o'clock
- **Bracelet**
 - Integrated 3-row polished and satin-finished stainless-steel bracelet
 - Interchangeable bars system allowing bracelet changes without tools
- **Buckle**
 - Polished and satin-finished stainless-steel triple folding buckle with security push-pieces
- **Water resistance**
 - 50m (approx. 5 ATM)

CLIFTON M0A10771



- **Movement**
 - Manufacture self-winding Baumatic (BM13-1975 A)
 - Bridges with circular-grained decor
 - Sandblasted plate with snailed decor
 - Open-worked oscillating weight adorned with “Côtes de Genève” and snailed decors
 - Specific Baume & Mercier engravings
 - Power reserve: 5 days (120 hours)
 - Jewels: 21
 - Frequency: 4Hz (28,800 vph)
 - Size: 12 ½ ” / Thickness: 4.2 mm
- **Functions**
 - Hours, minutes, seconds, date
- **Case**
 - Round
 - Dimensions: 39 mm
 - Thickness: 11.22 mm
 - Polished and satin-finished stainless-steel case and crown
 - Antiglare (2 faces) scratch-resistant domed sapphire crystal
 - Open sapphire case back secured with 4 screws with possibility to engrave the case back
- **Dial**
 - Gradient blue lacquered dial with a white crosshair in the center
 - Riveted rhodium-plated trapezoid-shaped slightly elongated indexes and Arabic numeral at 12 o'clock
 - Faceted rhodium-plated alpha hour and minute hands
 - Rhodium-plated seconds hand
 - Date display at 6 o'clock
 - White minute track
- **Strap**
 - Interchangeable blue all square scales alligator with tone-on-tone stitching on the top, beige lining with burgundy stitching on the bottom and bridle points at the buckle
 - System of curved bars with very reliable lug that allows to change the strap without tools
- **Buckle**
 - Polished and satin-finished stainless-steel triple folding buckle with security push-pieces
- **Water resistance**
 - 50m (approx. 5 ATM)