

## **The BAUME brand joins BAUME & MERCIER**

**Geneva, 09 June 2020** – A watchmaking project that began in 2018, BAUME has the ambition to bring a breath of fresh air to traditional watchmaking based on minimalist design, respect for the environment, and the full personalisation of watches. BAUME is now entering the second phase of its development by joining BAUME & MERCIER.

Since it was created, BAUME has been driven by its commitment to design and social responsibility, namely through partnerships with Waste Free Oceans, Digital For The Planet, WREN and other worthwhile causes. BAUME offers its clients a new watch experience, featuring the full personalisation of watches, a principally online distribution, and the use of innovative materials that enter into the circular economy.

After two years of development, BAUME is joining BAUME & MERCIER. This alliance will enable the BAUME project to develop more quickly, supported by the power of BAUME & MERCIER, and in turn it will offer BAUME & MERCIER the benefit of the expertise of the young brand on the key subjects of innovation and eco-responsibility which will sustain its own future developments.

From now on, BAUME will be presented as a BAUME & MERCIER watch collection in its own right while maintaining its unique aesthetic and eco-responsible philosophy. The BAUME collection will now enjoy the "Swiss Made" label and will be produced at the BAUME & MERCIER workshops located in Les Brenets, in the Swiss Jura. These watches will symbolize the social responsibility commitments made by the House, which has been advocating innovation and design with respect for watchmaking traditions since it was founded in 1830. In keeping with its policy, BAUME & MERCIER will continue to operate a customer service to provide assistance to anyone who has purchased a BAUME watch over the last two years.

*“BAUME will join BAUME & MERCIER, thus beginning a new chapter for our House,”* explains David Chaumet, CEO of BAUME & MERCIER. *“This development will make it possible to introduce a new dynamic, pairing the recognized expertise of BAUME & MERCIER with BAUME’s totally new approach combining minimalist design, digital innovation and watchmaking expertise, while integrating the principles of circular economics such as reclaiming and reusing.”*

Along the lines of its collaborations with the ZAG ski brand and the HRS skateboard brand, the first BAUME watch will represent the concept of upcycling through a collaboration with the NGO *Waste Free Oceans* – now a partner of BAUME & MERCIER –, which collects plastic litter in the ocean and transforms them into new-generation materials. The first BAUME watch will be launched soon.

*“The forward-facing initiatives that BAUME & MERCIER coordinates throughout the year will be guided by a balance of tradition and modernity, elegance and originality; but also by an increased awareness in terms of environmental protection,”* concludes David Chaumet, CEO of BAUME & MERCIER.