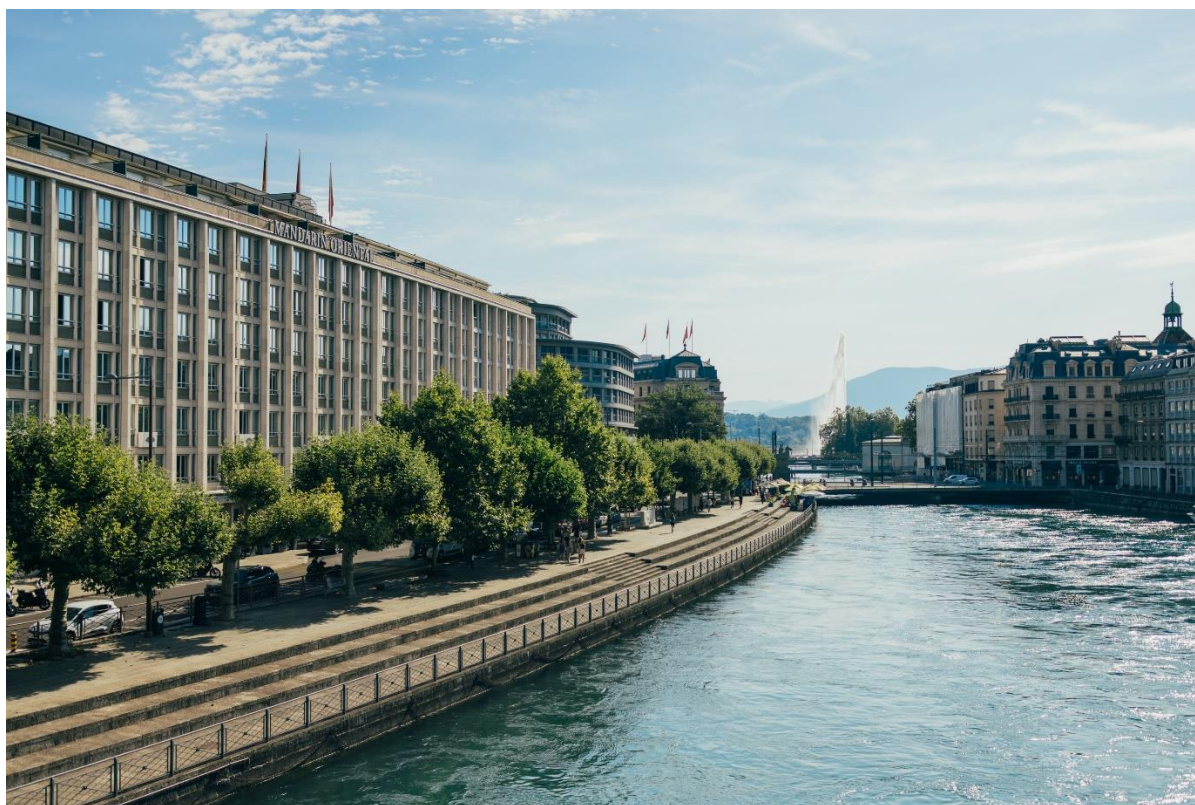


BAUME & MERCIER SETTLES ON THE TERRACE OF MANDARIN ORIENTAL, GENEVA TO CELEBRATE THE ART OF LIVING OF THE RIVIERA

30.07.2024 - From the Côte d'Azur to California, from islands to bays, from headlands to marinas, the Riviera reflects a positive, chic, carefree bohemian spirit. This summer, the Riviera wave is coming to Geneva for everyone to enjoy.

Baume & Mercier and Mandarin Oriental, Geneva are pleased to announce their partnership with the creation of the **Riviera Summer Terrace at MO Bar until August 28**. This unique immersive experience, conceived by Baume & Mercier and Mandarin Oriental, Geneva, celebrates the mythical art of living on the French Riviera. The initiative is a sunny nod to the watchmaker's iconic Riviera collection.





A UNIQUE EXPERIENCE IN THE HEART OF GENEVA

Baume & Mercier and Mandarin Oriental, Geneva have created a summer escape in the heart of the Swiss city that will delight locals and tourists alike looking for a unique place to spend a few happy moments this August. In keeping with the spirit of exigence Baume & Mercier and Mandarin Oriental, Geneva convey, the **Riviera Summer Terrace** is a refreshing and one-of-a-kind place where people can enjoy a unique experience with friends and family.



For this occasion, guests will have the opportunity to enjoy refreshing cocktails specially crafted for Baume & Mercier by **Christophe Pinto, talented mixologist and bar manager at MO Bar**. These refreshing creations capture the essence of the Côte d'Azur and promise to delight the most discerning palates. For the gourmets, an exclusive tapas selection created especially for Baume & Mercier will be available, offering a symphony of flavours to enhance this immersive experience.



In keeping with Baume & Mercier's reputation of authenticity and happiness, visitors will have the opportunity to spend a pleasant and entertaining time with friends and family thanks to a variety of board games available on the terrace, inviting moments of relaxation and sharing, in an elegant and relaxed environment offered by the unique surroundings of Mandarin Oriental, Geneva.



This event is organized in exclusive collaboration with Baume & Mercier partner Gübelin. This cooperation will include the possibility to book sales appointments to discover the latest Baume & Mercier creations at the Gübelin boutique in Geneva.



A COLLECTION OF FOUR REFRESHING RIVIERA TO CELEBRATE SUMMER

The Riviera collection cultivates this way of life as an integral part of its neat, confident aesthetic. That expression takes the shape of a dodecagonal case and bezel which echo the twelve hours around its dial, considered revolutionary upon its launch in 1973. Its free spirit is chic yet casual, focusing on natural refinement, quality crafting, and comfort. These four watches put the emphasis on design in the respect of the formal principles of Baume & Mercier: perfect proportions and precise lines.

Harmonious colors and materials are on point for the Maison. The summer season inspires four timepieces in sunny tones, revealing the purity of a cultured mother-of-pearl white, the sweetness of a candy pink, the limpidity of an azure blue, and the freshness of a minty green. Each cheerful shade brings positive energy to the mother-of-pearl or sun-satin dial and rubber strap, creating a play on contrast between finishes and textures. These bright, visually emphatic timepieces demonstrate the practiced savoir-faire and stylistic heritage of Baume & Mercier.

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BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830



RIVIERA
Summer Waves



Don't miss this exceptional opportunity to discover the refined world of Baume & Mercier in the heart of Geneva by the Rhône River, while enjoying the essence of luxury and the charm of the Côte d'Azur.

About Baume & Mercier:

Founded in 1830 at the heart of Swiss Jura, Baume & Mercier enjoys international renown. From its workshops at the heart of Swiss Jura to its headquarters based in Geneva, the Maison offers its clients the very finest timepieces. Born by a complementary balance between an artistic approach to shape and watchmaking innovation in the service of the client, the Baume & Mercier House continues to mark the history of watchmaking by passing down the design and watchmaking expertise that is the Brand's legacy. This savoir-faire perfectly corresponds with the spirit of cooperation between the Brand's founders William Baume & Paul Mercier: where classicism meets creativity, tradition meets modernity, and elegance meets character... In a more contemporary way than ever.

About MO Bar

MO Bar at Mandarin Oriental, Geneva, is a contemporary lounge bar offering a warm and intimate atmosphere with modern and elegant décor. Furniture and materials have been meticulously created and selected from Italy. Its terrace, open during sunny days, provides guests with a relaxing space with stunning views of the Rhône.

Under the direction of Christophe Pinto, the MO Bar's menu offers a selection of innovative cocktails and mocktails, highlighting ingredients with international flavours. For the menu, Christophe was inspired by travel and specifically by the Silk Road.

About Mandarin Oriental, Geneva

A living example of contemporary Swiss hospitality at its very best, Mandarin Oriental, Geneva has a superb location on the Rhône, located within the heart of the city's shopping, historic and business districts. The hotel features 178 elegant and spacious guest rooms and suites, with many suites enjoying private terraces with supreme views of the river, Old Town and snow-capped mountains. Fine dining, unparalleled service and luxury make it the ideal choice for discerning travelers.

About the House of Gübelin:

The House of Gübelin is a Swiss, family-owned firm known for its exquisite high-end jewellery, gemstone expertise, and as purveyors of some of today's most sought-after luxury watch brands. The company, founded in 1854, is deeply inspired by the internal and external beauty of fine gems and watches. Its combination of jewellery, gemstone and horological expertise is unique in the industry, a product of both its history and the Gübelin family's high regard for beauty, knowledge, authenticity and artisanship. Gübelin serves its international clientele in its Boutiques in prime locations in Switzerland and in a Private Salon in Hong Kong. These elegant and engaging spaces are meant to make our customers feel right at home.