BAUME & MERCIER CELEBRATES THE LAUNCH OF JOIA DE BAUME & MERCIER WITH AN EXCLUSIVE EVENING IN DUBAI

An intimate celebration of contemporary femininity, Swiss watchmaking heritage and meaningful moments.

Dubai, United Arab Emirates –19 November 2026 – Swiss watchmaking Maison Baume & Mercier celebrated it's newest feminine collection, Joia de Baume & Mercier, with an exclusive evening at Someone's House in Dubai.

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In the presence of Michael Guenoun, Global Chief Executive Officer of Baume & Mercier, and Guido Grassi Damiani, Chairman of Damiani Group, the event brought together distinguished guests, influential personalities, members of the press and media, VIP clients, watch enthusiasts, and valued retail partners from across the Middle East and beyond, including the United Arab Emirates, Qatar, India and Turkey.

Among the evening's notable attendees were Deema Al Asadi and Ola Farhat, Friends of the Maison, who embodied the collection's contemporary elegance, each wearing a timepiece from Joia de Baume & Mercier.

The gathering marked an important milestone for Baume & Mercier in the region, celebrating the introduction of a collection that represents a renewed expression of the Maison's longstanding expertise in feminine watchmaking.



JOIA DE BAUME & MERCIER: A NEW EXPRESSION OF FEMININITY

First unveiled at Watches and Wonders Geneva 2026, Joia de Baume & Mercier represents a new chapter in the Maison's history, celebrating the individuality, confidence and effortless elegance of the modern woman.

Defined by its delicate 28 mm round case, graceful lug-free silhouette and distinctive black agate-set crown, Joia de Baume & Mercier is conceived as a jewel that tells the time, seamlessly accompanying women through life's meaningful moments. The collection made its debut with four distinctive interpretations, offering a harmonious balance of contemporary design and timeless elegance.

Among these, the Joia de Baume & Mercier M0A10850 stands as a tribute to the Maison's rich heritage in feminine watchmaking. Inspired by a historical timepiece from the 1980s, this jewellery-inspired creation features a bezel adorned with 40 brilliant-cut diamonds, a delicately textured silvery dial and an elegant stainless-steel bracelet, reflecting the Maison's ability to reinterpret its archives through a contemporary lens.

Continuing the evolution of the collection, Baume & Mercier introduced a new two-tone interpretation in October 2026, combining polished stainless steel with warm 4N gold-tone PVD accents. Featuring an integrated bracelet with contrasting finishes, this latest addition further enriches the versatility and distinctive character of Joia de Baume & Mercier.

Together, these creations celebrate a vision of femininity that is confident, spontaneous and unapologetically individual.





A CELEBRATION OF HERITAGE AND MODERNITY

Set within the intimate and sophisticated surroundings of Someone's House, the Dubai celebration invited guests to discover the world of Joia de Baume & Mercier through an immersive experience that brought together the Maison's past and present.

A highlight of the evening was an exclusive presentation of historical timepieces brought from the Baume & Mercier Museum, offering guests a rare opportunity to explore the Maison's watchmaking legacy firsthand.

The evening also brought to life the collection's "My Joia Moment" philosophy, inviting guests to reflect on and share the personal moments that bring them joy. Through an interactive installation, these individual expressions became part of a collective celebration of the meaningful experiences that make life extraordinary.

THE IMPORTANCE OF THE MIDDLE EAST AND THE REGION

The Dubai celebration also reflected Baume & Mercier's continued commitment to strengthening its presence across the Middle East, India and Turkey, markets that play an important role in the Maison's international development.

Speaking on the occasion, Michael Guenoun, Global Chief Executive Officer of Baume & Mercier, commented:

"The launch of Joia de Baume & Mercier marks a particularly meaningful moment for our Maison. With this collection, we celebrate the spirit of today's woman: confident, independent and free to express her individuality, while remaining deeply connected to our heritage of feminine watchmaking.

Dubai was a natural choice to bring this celebration to life. The UAE, together with the wider Middle East, India and Turkey, represents an important region for Baume & Mercier, where we share a strong appreciation for craftsmanship, elegance and meaningful experiences. We are delighted to celebrate this new chapter alongside our valued partners, clients and Friends of the Maison, and to continue strengthening our connection with the region."





CELEBRATING MEANINGFUL MOMENTS SINCE 1830

For nearly two centuries, Baume & Mercier has accompanied life's most meaningful occasions, creating timepieces that become lasting symbols of personal milestones, achievements and cherished memories.

The exclusive Dubai evening embodied this spirit, bringing together heritage, creativity and contemporary femininity in a celebration of the Maison's enduring commitment to marking life's meaningful moments.

This was a Joia Moment. What's yours?

ABOUT BAUME & MERCIER

Founded in 1830, Baume & Mercier is a Swiss watchmaking Maison renowned for its expertise, refined design and commitment to celebrating life's meaningful moments.

Combining nearly two centuries of watchmaking heritage with a contemporary approach to elegance, the Maison creates timepieces that accompany personal milestones and become lasting expressions of individuality and emotion.

Part of Damiani Group, Baume & Mercier continues to build on its rich legacy while embracing new opportunities for creativity and international development.