



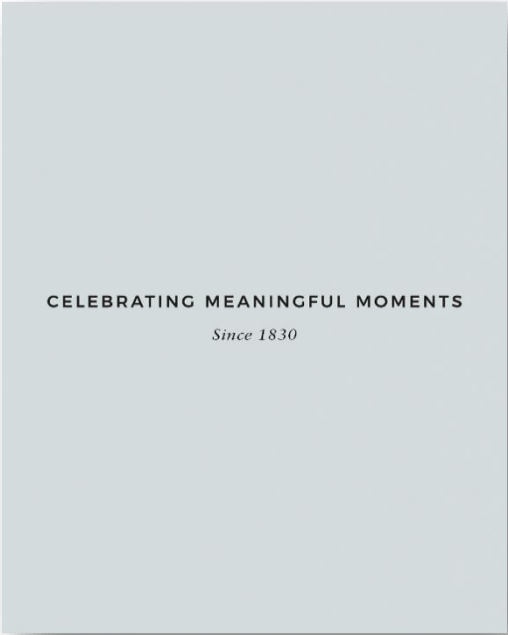
BAUME & MERCIER

MAISON D'HORLOGERIE GENEVE 1830

SOCIAL CONTENT
MAY-JUNE 2026

MAY WEEK 3 – CAMPAIGN FOCUS & JOIA PRODUCT FOCUS

POST 13 – MAY 17TH
STATIC



'Baume & Mercier celebrates every kind of meaningful moment. It highlights the moments that bring people together - "A moment for all of us;" the times we share - "A moment together;" and the moments that belong to an individual alone - "A moment just for you."

Celebrating meaningful moments since 1830

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#BaumeetMercier
#Celebratingmeaningfulmoments
#Amomentforall of us
#Amomenttogether
#Amomentjustforyou

POST 14 – MAY 18TH
CAROUSEL



Meet our new collection: Joia de Baume & Mercier. A celebration of elegance with a twist, created for the modern woman. Its graceful 28mm silhouette brings the spirit of a precious jewel to the wrist, offering an elegant and contemporary expression of femininity.

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Joia 10849: 28 mm | Quartz | Sunray motif dial | Gold PVD case & bezel

#JoiadeBaume&Mercier
#ladieswatch
#watchforher
#goldwatch
#watch

POST 15 – MAY 21ST
CAROUSEL



A bijou look with a modern twist. The collection's sleek, lug-free round design is complemented by a black agate crown. Its H-shaped polished and satin-finished stainless-steel bracelet adds a sophisticated touch of distinction.

What do you think of our new collection? Comment below

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Joia 10848: 28 mm | Quartz | Black Agate crown | Interchangeable Stainless Steel strap

#JoiadeBaume&Mercier
#bijouwatch
#ladieswatch
#steelwatch



MAY WEEK 4 – JOIA PRODUCT FOCUS AND THE PERFECT ACCESSORY

POST 16 – MAY 24TH
VIDEO 6 SECS



Joia de Baume & Mercier: An ode to modern femininity.

With its dainty 28mm proportions and absence of lugs, this timepiece redefines everyday elegance. More than a watch, it's a jewel that tells your story.

--
#JoiadeBaume&Mercier
#JewelWatches
#ladiesfashion
#luxurywatches
#watchforher

POST 17 – MAY 27TH
CAROUSEL



'Your style, your way. Joia by Baume & Mercier is more than a watch – it's an iconic statement for every moment.

Customize your timepiece effortlessly with its interchangeable strap system: add a pop of color, match your mood.

--
#JoiadeBaume&Mercier
#statementpiece
#customstrap
#watchstrap
#womanwatch
#ladiesfashion
#accessory

POST 18 – MAY 30TH
VIDEO 15 SECS



She doesn't follow trends, she sets them.

The Joia collection is the ultimate accessory for the modern woman – radiating charm, this irreverent spirit defines her distinctive style.

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#BaumeetMercier
#JoiadeBaume&Mercier
#Trendsetter
#Statementwatch
#miniwatch
#StyleIcon



JUNE WEEK 1 – JOIA THE PERFECT ACCESSORY & PERSONA

POST 19 – JUNE 2ND
CAROUSEL



Every moment, a Joia de Baume & Mercier

From diamond-set glamour to sleek steel everyday, and sophisticated gold PVD for refined looks – the Joia collection adapts to your unique style.

Which Joia is your perfect match? Comment below!

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#JoiadeBaume&Mercier
#personalstyle
#watchlover
#everydayluxury
#luxuryfashion
#instastyle

POST 20 – JUNE 4TH
STATIC



A timepiece crafted to stand out. Drawing inspiration from a 1980s timepiece, this design shines with 40 exquisite diamonds. It's the elegant, feminine, and utterly contemporary interpretation you've been waiting for.

--
#JoiadeBaume&Mercier
#diamondwatch
#jewelry
#watchfam
#LuxuryWatch
#HauteHorlogerie
#JewelWatch

POST 21 – JUNE 7TH
VIDEO



Meet the Joia muse: an inspiring force of modern femininity.

She moves with innate ease between worlds, effortlessly blending casual charm with refined elegance. She understands the rules, then redefines them with grace and a captivating hint of irreverence.

Verdict, are you our Joia girl?

--
#JoiadeBaume&Mercier
#Joiagirl
#Irreverent
#IrreverentStyle
#Feminine



JUNE WEEK 2 – PERSONA & HERITAGE

POST 22 – JUNE 10TH
VIDEO 6 SECS



'Have you met her? Our Joia girl embodies a blend of soft and bold, with a playful approach to style that's uniquely her own.

Inspired by women with a natural sense of style and a taste for timeless classics, Joia captures the spirit of freedom, culture, and subtle irreverence.

--
#JoiadeBaume&Mercier
#personalstyle
#ladieswatch

POST 24 – JUNE 16TH
CAROUSEL



A jewel for your wrist, steeped in history. Inspired by a cherished 1980s timepiece, the Joia 10850 continues Baume & Mercier's 196-year tradition of crafting watches that are true jewels.

Its captivating silvery dial, unique 'mailles écrasées' strap, and bezel adorned with 40 brilliant-cut diamonds make it a masterpiece designed to fascinate the eye.

--
#JoiadeBaume&Mercier
#Jewelrypiece
#Heritage
#Diamondset
#horology
#Craftmanship
#watchfam

POST 25 – JUNE 19TH
VIDEO



Catching that 'Joia moment'!

It's the subtle twinkle in your eyes, the knowing smile. It's the moment you choose to bend the rules, not break them. That, right there, is your Joia moment.

What's yours? Tell us below!

--
#JoiadeBaume&Mercier
#MyJoiaMoment
#PersonalExpression
#LuxuryWatch



JUNE WEEK 3 – HERITAGE & MY JOIA MOMENT

POST 26 – JUNE 22ND
CAROUSEL



Unveiling 'Joia' – where joy meets jewel.

This isn't just a watch; it's a brilliant jewelry piece, designed to be the ultimate finishing touch. Adorned with a captivating diamond-set bezel and a unique 'maillles écrasées' strap, it transforms any look into something truly special.

--
#JoiadeBaume&Mercier
#Jewelry
#Diamondwatch
#watchstrap
#ladieswatch

POST 27 – JUNE 25TH
VIDEO FULL



Embrace your Joia moment.

It's that unexpected twist in your outfit, the bold 'yes' to a new adventure, or simply the moment you decide to write your own story.

What's your Joia moment?

--
#JoiadeBaume&Mercier
#MyJoiaMoment
#bold
#adventure
#writeyourstory

POST 28 – JUNE 27TH
STATIC



Our new Joia collection embodies a watch that seeks to reveal itself.

It is the delicate, precious, bright showcase for confident femininity and desirable freedom: the freedom to be yourself.

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#JoiadeBaume&Mercier
#Feminine
#womenwatches
#luxurywatches

