



BAUME & MERCIER

MAISON D'HORLOGERIE GENEVE 1830

SOCIAL MEDIA PACKAGE

AUGUST

GRID: AUGUST
SUMMER FOCUS

POST 1
CAROUSEL



Here's to a summer of moments worth celebrating.

#BaumeetMercier
#JoiadeBaumeetMercier
#Celebratingmeaningfulmoments
#Summerwatch

POST 2
STATIC



A colour for every moment.

New straps just dropped! Swap in seconds, no tools needed. One clasp, one click, and your watch is transformed.

Customize your watch with our interchangeable strap system.

#BaumeetMercier
#JoiadeBaumeetMercier
#Hampton
#watchstrap

POST 3
VIDEO



Summer is made of moments we'll always remember.

We loved making memories with @mariasole_pollio.

What are your favourite summer moments?

#BaumeetMercier
#JoiadeBaumeetMercier

GRID: AUGUST
HAMPTON FOCUS

POST 4
STATIC



Introducing Hampton XS.

A new interpretation of our distinctive rectangular watch. Presented in a miniaturized 28 x 17.75 mm format.

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Hampton XS 10861: 28 mm | Quartz | Interchangeable black calfskin strap

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#BaumeetMercier
#Hampton
#Miniwatch

POST 5
VIDEO



Mini size, unmistakably Hampton.

The new XS format introduces a new silhouette while preserving the balance and delicate proportions that define the collection.

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Hampton XS 10861: Gold PVD case | Stepped sunray satin-finished dial

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#BaumeetMercier
#Hampton
#Elegantwatch

POST 6
CAROUSEL



A newly designed dial, faceted on all four sides like a finely cut stone, creates subtle depth while catching and reflecting the light throughout the day.

Free of indexes, the composition highlights the purity of the rectangular case and reinforces the collection's Art Deco inspired identity.

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#BaumeetMercier
#Hampton
#watchdial

GRID: AUGUST
HAMPTON FOCUS

POST 7
STATIC



Hampton 10862, the perfect evening expression.

Set with 28 diamonds and stepped black sunray satin-finished dial.

Hampton XS 10862: 28 mm | 28 diamonds | Stepped black sunray satin-finished dial

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#BaumeetMercier
#Hampton
#Eveningwatch
#Diamonds

POST 8
VIDEO



The new losange-shaped metal bracelet's repeating geometric motif extends the architectural language of the case while offering remarkable flexibility and comfort on the wrist.

#BaumeetMercier
#Hampton
#Losange
#watchbracelet

POST 9
CAROUSEL



Since its creation, Hampton has been defined by its iconic rectangular silhouette and structured line.

Every detail has been carefully thought to preserve the collection's unmistakable identity in a mini format.

#BaumeetMercier
#Hampton
#watchdial