

Baume & Mercier

Founded in Geneva in 1830, Baume & Mercier timepieces have forever garnered international recognition for their technique, expertise and aesthetic design.

The 12-sided Riviera watch, launched in 1973, has become a great international classic thanks to its novelty and strongly identifiable design concept. This legendary watch was reborn in 2004 with a restyled contemporary design. In 1987, Baume & Mercier created the Linea model, an incarnation of femininity and audacity. 1994 saw the birth of the brand flagship Hampton model, a watch that expresses the perfect balance between tradition and modernity. The Hampton watches have in fact given birth to a real dynasty, with the Hampton Milleis (1999), Hampton Spirit (2002) and Hampton City (2003) models soon following. The launch of the Catwalk in 1997 was also an instant success amongst watch-lovers. With a view to appealing to sporty consumers, Baume & Mercier created the Capeland, an elegant sports watch, in 1998. The success of Baume & Mercier, its name and its Greek letter Phi symbol, adopted in 1964 (please see www.baume-et-mercier.com), have made Baume & Mercier a much admired brand in the watch industry.

Baume & Mercier is proud of its products and is committed to preserving its tradition of style, quality and craftsmanship. To this end, Baume & Mercier has sold and will continue to sell all its products through a network of boutiques and selected distributors and retailers. In addition, Baume & Mercier has taken and will continue to take a very stringent attitude vis-a-vis those third parties who have infringed its intellectual property rights, including trademarks, copyright and registered designs, and/or have dealt with counterfeit Baume & Mercier products, both online and offline. Baume & Mercier has filed numerous lawsuits worldwide and worked closely with different law enforcement agencies to protect its intellectual property rights. These measures are not only necessary to protect the integrity of Baume & Mercier but, equally importantly, to protect the interests of consumers.