

MR PORTER


BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

**MR PORTER TO LAUNCH WITH SWISS FINE WATCH BRAND
BAUME & MERCIER ON AUGUST 15th 2017**

AUGUST 11th, 2017 (GLOBAL) - **MR PORTER**, the award-winning online destination for men's style, is pleased to partner with leading Swiss Fine Watch Maison **Baume & Mercier**, in launching a curated selection of timepieces on MR PORTER Tuesday August 15th.

MR PORTER will launch with **eleven** timepieces from the *Clifton Collection*, known for its masculine and refined aesthetic. Standout models include the newly released *Clifton Club* models, the *Clifton GMT*, and the *Clifton Club Shelby Cobra Daytona Coupe*, a Flyback Chronograph model, of which only 196 pieces have been produced. Additionally, MR PORTER will launch with **two** timepieces from the quintessentially elegant **Classima Collection**, featuring both *Classima Automatic* and *Quartz* novelties.

The Baume & Mercier range on MR PORTER is diverse, with some models equipped for performance sports and others for more casual purposes and everyday dressing

'We're delighted to be working with Baume & Mercier, a brand steeped in watchmaking history. Showcasing craftsmanship alongside contemporary design, they naturally blend a range of traditional and sporty timepieces – perfect for the modern man's lifestyle. We always offer our customers a curated choice of fine watches, and Baume & Mercier truly complements our existing brands in what is one of MR PORTER's fastest growing categories.'

Mr Toby Bateman, Managing Director, MR PORTER

"Baume & Mercier is thrilled to partner with Mr. Porter for the first time. Providing the utmost online shopping experience to a discerning clientele, Mr. Porter shares the same values as our Maison in proposing iconic design and contemporary aesthetic, never compromising on the highest quality. With the Classima and Clifton collections, including our iconic Clifton Club Cobra, inspired by the original Shelby Cobra Daytona Coupe, and the Clifton Club models, built for adventure, we offer timepieces which will please all gentlemen, whether seeking a bold and sporty watch or an elegant yet athletic line".

Mr Alain Zimmermann, CEO, Baume & Mercier

On August 17th, there will be a dedicated feature on Baume & Mercier's iconic *Clifton Club Shelby Cobra Daytona Coupe* in the [MR PORTER Journal](#).

Prices range from £820 to £6500 / \$990 to \$7950 / €990 to €7450

Customers can sign up and register interest at
[https://www.mrporter.com/en-gb/mens/designers/baume and mercier](https://www.mrporter.com/en-gb/mens/designers/baume_and_mercier)

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About MR PORTER

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

www.mrporter.com

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About Baume & Mercier

Baume & Mercier, watchmakers since 187 years, has always been a generous Maison that expresses watchmaking excellence in all its creations and through a simple, consistent motto devised by its founders: "Accept only perfection, only manufacture watches of the highest quality".

Current collections include the Clifton and Clifton Club collections that feature an urban character and the sporty-chic Capeland, the timeless Classima and My Classima and the rectangular shaped Hampton. Dedicated lines for women are offered through Linea, the sparkling and daring line and Promesse, the new offering, a refined blend of elegance and preciousness.

Time captured within a Baume & Mercier watch is mainly marked by the rare, exceptional moments that punctuate a lifetime. The Maison celebrates these as a vibrant witness of these unforgettable moments filled with a wealth of emotion.

To learn more, please visit www.baume-et-mercier.com