

BAUME & MERCIER
 MAISON D'HORLOGERIE GENEVE 1830

Since its founding in 1830, Baume & Mercier has been dedicated to innovation and watchmaking excellence, and has quickly garnered international recognition as the watch brand with which to celebrate life's special moments.

Today, the brand continues with its design creed, artfully rising to the challenge of creating affordable luxury timepieces that are inherently powerful and enticing – inside and out.

Drawing upon its distinct heritage of sophisticated styling and virtuosity, Baume & Mercier have masterfully crafted a unique blend of timepieces for it's 2012 collection – inspired by the relaxed seaside living of the Hamptons.

Incorporating key design elements, signature details and delightful new features and functions, the 2012 collection reflect the brand's prolific abilities in product development and execution. The results are remarkably high-quality, harmoniously balanced timepieces that are as timeless as the seaside that inspired them.

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Life is about moments



Life is about moments

BAUME & MERCIER
 MAISON D'HORLOGERIE GENEVE 1830

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Capeland

the moment has arrived

The Baume & Mercier 2012 collection, inspired by the relaxed lifestyle and sophisticated culture of the Hamptons, invokes the charm, creative spirit and rich authenticity, characteristic of the seaside villages and hamlets that comprise this unique enclave.

LINEA The timeless elegance of cutting-edge style of the Linea series is further enhanced by the introduction of new automatic editions and new seasonally inspired interchangeable colored straps – enabling women to enhance their Linea wardrobes versatility and their own timeless style.

CAPELAND Designed as a watch for all seasons and all lifestyles, these casual sport-chic automatic chronographs are built with top-quality movements, Arabic numerals, Superluminova* accents and distinctively designed and colored tachymeter and telemeter scales.

HAMPTON First inspired by a museum piece from the 1940's, the Hampton collection blends a highly distinctive rectangular vintage case shape with architectural lines and features that reflect not only the classic lineage of this timepiece, but today's active lifestyle. This fact is beautifully illustrated in the new, integrated bracelet design, featuring polished- and satin- finished steel link and a triple folding push-piece clasp for added security.



10047 - 45mm
AUTOMATIC
CHRONOGRAPH



10051 - 34.5mm
AUTOMATIC
CHRONOGRAPH



10048 - 45mm
AUTOMATIC
CHRONOGRAPH

HAMPTON



10064 - 44mm
AUTOMATIC
CHRONOGRAPH



10062 - 42 and 44mm
AUTOMATIC
CHRONOGRAPH

CAPELAND



10065 - 44mm
AUTOMATIC
CHRONOGRAPH



10073 - 32mm
AUTOMATIC



10011 - 27mm
AUTOMATIC



10072 - 32mm
AUTOMATIC

LINEA

10047 Features a silver-colored dial with a combination of sun satin-finished and opaline zones. The dial is bedecked with riveted Arabic numerals and entrancing blued steel hands.

10051 This elegant ladies watch features a 34.5 x 22 mm polished satin-finished diamond-set (0.478 cts) steel case with an opaline and mother of pearl dial with riveted Arabic numerals encased in a curved sapphire crystal.

10048 Features a dial with a combination of sun satin-finished anthracite and opaline black zones. The dial is bedecked with riveted Arabic numerals and entrancing rhodium-plated hands.

10064 Reinforcing Copeland's vintage heritage, it's dial is sun satin-finished and snailed silver colored, with blue telemeter and black tachymeter scales.

10062 Features a rich sun satin-finished black and snailed anthracite dial. The telemeter scale is bright red and the tachymeter scale is white. The 42mm models house automatic Valjoux 7753 calibers, while the 44mm version house the automatic La Joux-Perret 8120 caliber.

10065 Bedecked with a sun satin-finished blue and snailed black dial, with red telemeter, white tachymeter and Arabic numerals. It is accented with a black alligator strap with adjustable triple folding security buckle.

10073 Created in a two-tone case with integrated metal bracelet with luxe polished and satin finishes. The watch is enhanced with an additional elegant brown satin strap with pin buckle to offer versatility thanks to the ingenious Baume & Mercier interchangeable strap system.

10011 This watch features a 27 mm polished and satin-finished stainless steel case, Quartz movement, decorated case back, 0.4 carat diamond set mother-of-pearl dial with riveted indexes, date function, a polished satin-finished bracelet that is interchangeable with a black satin strap.

10072 Elegant in both form and function, it features mother-of-pearl dial, and diamond-set bezel and polished/satin-finished steel bracelet with a triple-folding security clasp.

IWC Father and Son Collection

Two IWC pilot's watches for the best partners in the world: **father and son.** In a form of lifetime male bonding, they share the major and minor exploits of their common adventures. Like a pilot and co-pilot, they work well together as an experienced team, and these two watches, which give outward expression to this sense of belonging together, unite them as a token of their friendship. This is also true in technical terms, for both timepieces belong to one of the most distinctive watch families from IWC Schaffhausen – and they are tried and tested pilot's watches through and through.



IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868



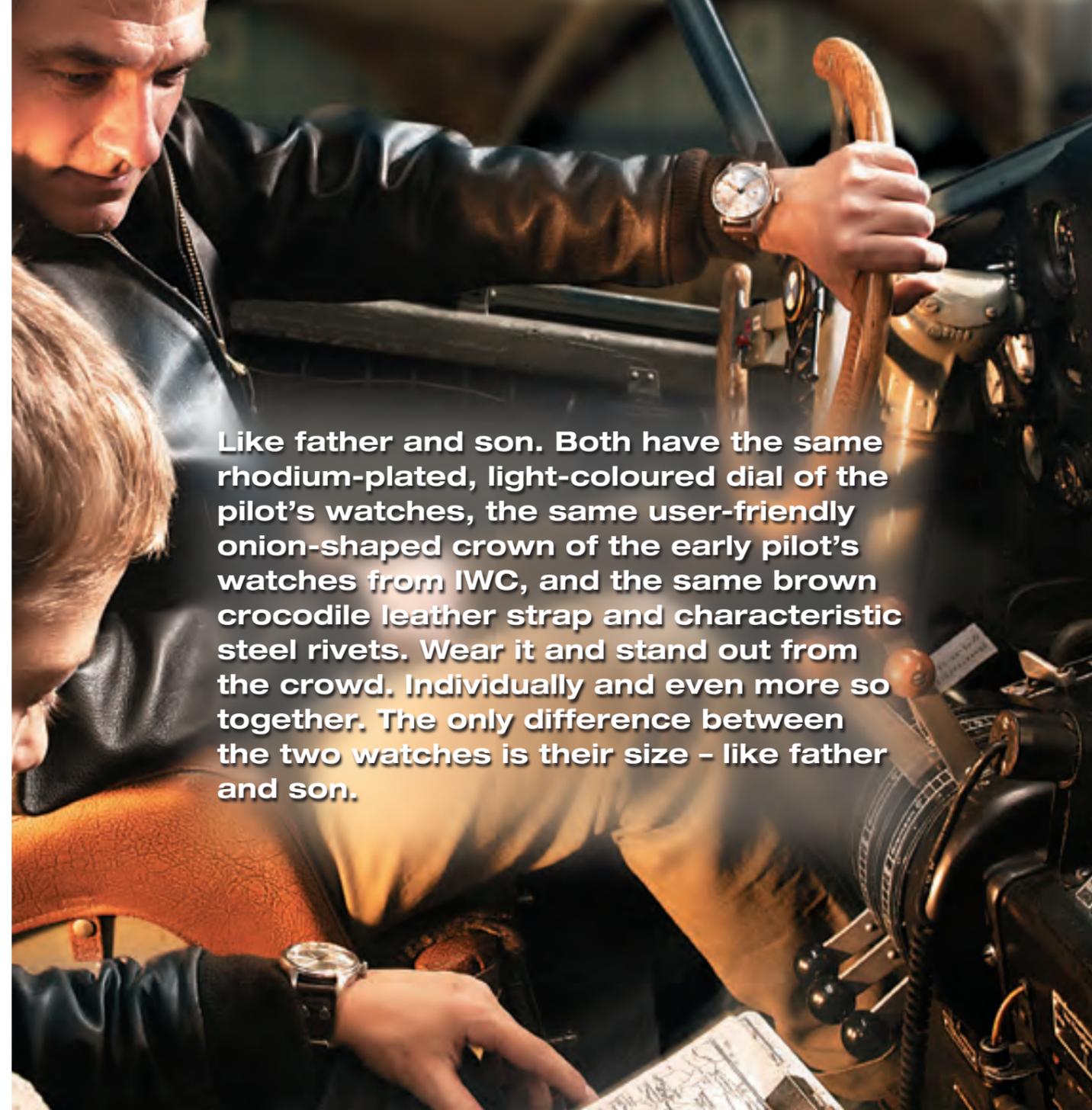
IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868



Father - PILOT

Tech Specs: 46.2 mm platinum case is the Ref. 5004, the Big Pilot's Watch with the 51111 calibre, the renowned long-running mechanical movement with an automatic Pellaton winding system, date and seven-day power reserve that is indicated on the dial. The antireflective sapphire glass is specially secured against displacement by a sudden drop in air pressure. And the watch is water-resistant to 6 bar.

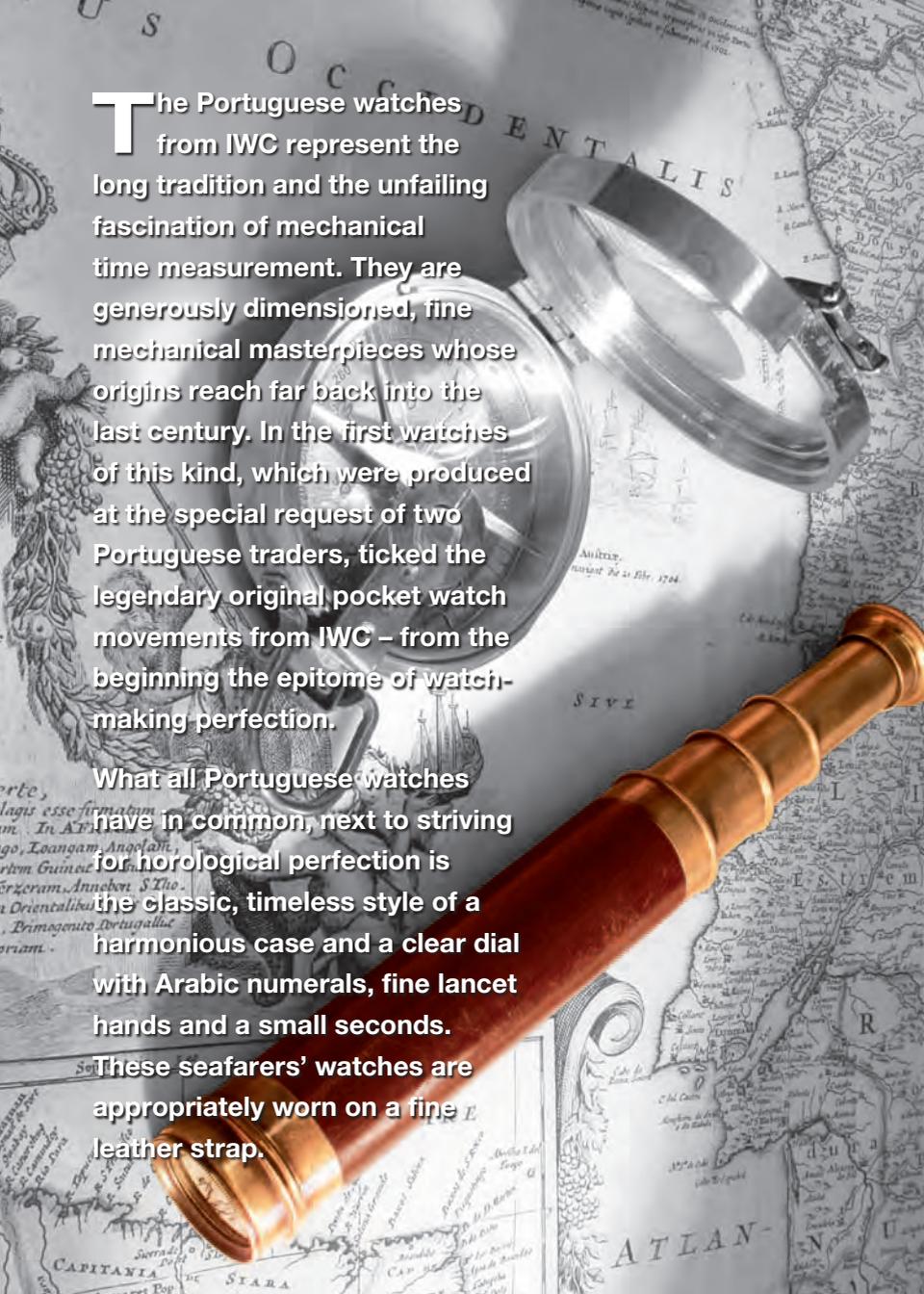


Like father and son. Both have the same rhodium-plated, light-coloured dial of the pilot's watches, the same user-friendly onion-shaped crown of the early pilot's watches from IWC, and the same brown crocodile leather strap and characteristic steel rivets. Wear it and stand out from the crowd. Individually and even more so together. The only difference between the two watches is their size - like father and son.



Son - CO PILOT

Tech Specs: The smaller edition for the son largely corresponds in technical terms to the Pilot's Watch Mark XVI with its 39 mm stainless steel case and the 30110 calibre automatic movement. It also has a screw-in onion-shaped crown, an antireflective sapphire glass secured against displacement by a sudden drop in air pressure.



The Portuguese watches from IWC represent the long tradition and the unflinching fascination of mechanical time measurement. They are generously dimensioned, fine mechanical masterpieces whose origins reach far back into the last century. In the first watches of this kind, which were produced at the special request of two Portuguese traders, ticked the legendary original pocket watch movements from IWC – from the beginning the epitome of watch-making perfection.

What all Portuguese watches have in common, next to striving for horological perfection is the classic, timeless style of a harmonious case and a clear dial with Arabic numerals, fine lancet hands and a small seconds.

These seafarers' watches are appropriately worn on a fine leather strap.



For more information, please contact
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IWC. Engineered for Men.



A legacy of pioneering spirit, verve and ambition were instilled into the manufactory by its founder. For the engineers at IWC, pleasure in watches is more than pleasure in accurate time. It is enthusiasm for an amazing idea. The interplay between precision and a creative solution. Accordingly, for more than 140 years, IWC has been devoting a tick more time to watches. In the horological specialties segment, watch lovers are full of praise for the creative engineering art from Schaffhausen. Grande Complication, Da Vinci and Portuguese are the names of these exclusive timepieces. Pilot's watches, Ingenieur and Aquatimer are in the traditional watches/timepieces sector. With their sporting/ practical design and cases made of stainless steel or titanium, they are the daily companions of active people.



PORTUGUESE PERCEPTUAL CALENDAR in white gold (42.3MM)

Reference XXXX

The Portuguese Perpetual Calendar has just about everything you could possibly wish for: a perpetual calendar, a perpetual moon phase display, a window showing the year in four digits, a seven-day automatic movement with Pellaton winding system and a power reserve display.

▲ *Mechanical movement, Automatic Pellaton winding system, Seven-day power reserve, power reserve display, Perpetual calendar with displays for the day, date, month, year in four digits and perpetual moon phase, off-center small seconds hand with stop function, Breguet spring, Convex sapphire glass, Sapphire glass back, Water-resistant 30m, Case height 15.6mm, Diameter 42.3mm*

IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868



PORTUGUESE AUTOMATIC in rose gold (42.3MM)

Reference XXXX

Whilst retaining the classical appearance of the legendary original Portuguese from the 1930's, this watch comes with one of the finest features that IWC has to offer today: the renowned IWC Pellaton winding system, classical small seconds hand and a power – reserve display.

▲ *Mechanical movement, Automatic Pellaton winding system, Seven-day power reserve, Power reserve display, Small seconds hand with stop function, Breguet spring, Rotor with 18ct. yellow gold medallion, Date display, Convex sapphire glass, Sapphire glass back, Water-resistant 30m, Case height 13.9mm, Diameter 42.3mm*



PORTUGUESE CHRONO-AUTOMATIC in stainless steel (40.9MM)

Reference 3714

Precision timing was also a priority for the Portuguese seafarers; therefore it was essential for IWC to introduce a chronograph into the line. Since then, the Portuguese Chrono-Automatic has become a staple of the collection with its timelessly classic look and feel.

▲ *Mechanical chronograph movement, Self-winding, Small seconds hand with stop function, Convex sapphire glass, Water-resistant 30m, Case height 12.3mm, Diameter 40.9mm*

IWC Aquatimer Automatic 2000

Art. No.	IW 356802
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / rhodié, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$4,400



The Aquatimer family will include the following watches from 2009 onwards:

- Aquatimer Deep Two
- Aquatimer Chronograph Edition Galapagos Islands
- Aquatimer Chronograph
- Aquatimer Chronograph in red gold
- Aquatimer Automatic 2000

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IWC

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IWC Announces the New Aquatimer Collection at Swiss Fine Timing



First launched in 1967, the Aquatimer line has an unmistakable DNA that has not changed over time. This year, the Aquatimer collection has undergone an extensive revision both technically and aesthetically. The re-launch coincides with a new partnership with the Charles Darwin Foundation. IWC will help support their great work in environmental and marine conservation in the Galapagos and in turn help mark the Darwin bicentennial year.



IWC Aquatimer Chronograph in Rose Gold

Art. No.	IW 376903
Case	Rose gold 5N
Glass	Sapphire, anti-reflective
Dial / Hand	Black / gold plated, SL
Strap	Rubber, black
Buckle	Pin buckle, rose gold 5N, bracelet quick exchange system
Suggested Retail Price	\$19,900

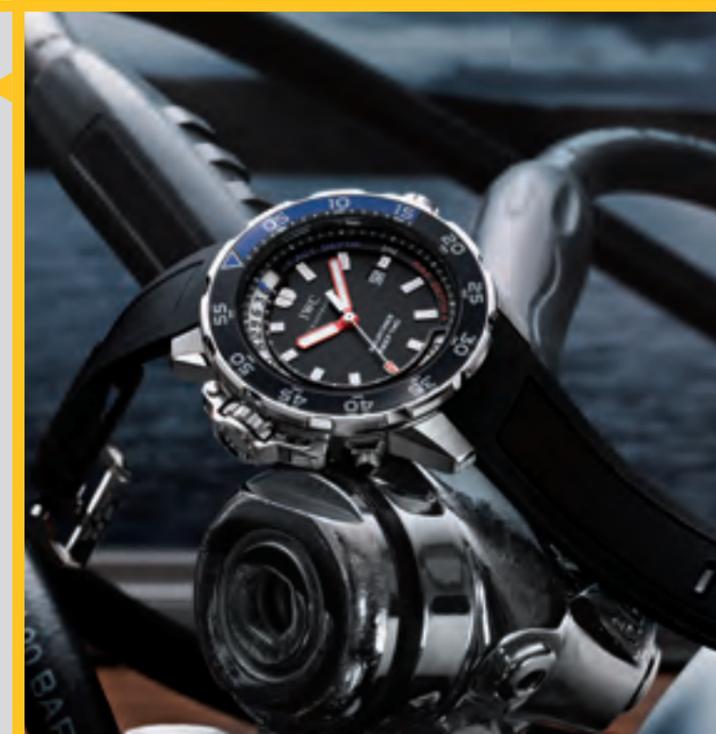


IWC Aquatimer Chronograph

Art. No.	IW 376704
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / rhodié, SL
Strap	Rubber, blue
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$6,300

IWC Aquatimer Deep Two

Art. No.	IW 354702
Case	Stainless steel
Glass	Sapphire, anti-reflective
Dial / Hand	Black / red, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel, bracelet quick exchange system
Suggested Retail Price	\$14,900



IWC Aquatimer Chronograph Edition Galapagos Island

Art. No.	IW 376705
Case	Stainless steel, coated with vulcanised rubber
Glass	Sapphire, anti-reflective
Dial / Hand	Black / black, SL
Strap	Rubber, black
Buckle	Pin buckle, stainless steel with rubber coating, bracelet quick exchange system
Suggested Retail Price	\$6,500



FROM SCHAFFHAUSEN TO HONG KONG



The contrast could not be more striking: on the one hand, we have the small Swiss city of Schaffhausen, with its picturesque lanes and historic town centre; on the other, the frenetic hustle-and-bustle of cosmopolitan Hong Kong with its spectacular skyline. But despite their differences, the two cities have at least one point in common in the exclusive timepieces manufactured by IWC Schaffhausen. The traditional Swiss watchmaking company already has three boutiques in Hong Kong, acting as ambassadors for its hometown's watchmaking expertise. Now, IWC has crowned these exclusive retail locations with a superlative in the form of its first Flagship Boutique in Hong Kong.

IWC Schaffhausen has been designing and producing precision watches that combine complex functionality with outstanding user-friendliness since 1868. With its passion for innovative solutions and sophisticated technology, IWC appeals to watch enthusiasts who expect slightly more from a watch than the exact time. Widely known as "The Engineers of Fine Watchmaking", IWC has created many watchmaking icons that have retained their magical attraction to this day. Deeply rooted in more than 140 years of history, IWC's product families have been inspired by the legend of universal genius Leonardo da Vinci, by the early days of seafaring and aviation, by the fascination of diving, and by the irresistible pull of adventurous expeditions. At the unique Flagship Boutique in Hong Kong, the very different worlds of IWC provide a unique backdrop to the various watch families, reflecting the Schaffhausen-based company's engineering excellence and innovative achievements.

Watch enthusiasts who expect precision, sophisticated technology and timeless design are invited to discover the Haute Horlogerie of IWC in these unique surroundings. To find out more about the philosophy borne out by the timepieces from Schaffhausen, take this opportunity to plunge into the magical worlds of the individual product families. A very warm welcome to the IWC Flagship Boutique in Hong Kong.



The legend reveals
another dimension



Reverso
Grande Date

The extra-large case
revolves majestically to reveal
its unique dual personality. On
one side, the large date and
8-day power-reserve. The reverse,
in sapphire crystal, displays the
complicated mechanical movement,
Jaeger-LeCoultre calibre 875 that
makes this a major event in the
Reverso's history.


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beautifully than now.

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