

JEWELRY

## Baume & Mercier design meets demand for feminine timepieces

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*Baume & Mercier's Petite Promesse timepiece*

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By STAFF REPORTS

Swiss watchmaker Baume & Mercier is helping women wear their personality on their wrist with the release of a fashion-focused timepiece collection.

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Petite Promesse follows up the brand's successful Promesse launch in 2014, pointing to a desire for wearable ladies timepieces in new designs. Keeping to its message of ambition and reward, Baume & Mercier's Petite Promesse is marketed as the ideal companion for a woman with a similarly bright personality.

Pop of color

Baume & Mercier's Petite Promesse timepieces have a 22 millimeter case with a diamond bezel, mother of pearl dial and diamonds placed at the 12 and 6 o'clock markers.



### *Baume & Mercier's Petite Promesse timepiece*

Petite Promesse can be purchased with a stainless steel, cobalt leather or bright orange leather wrap-around straps.

"Promesse was an instant best-seller for us and illustrated that the ladies watch market is in need of new, wearable designs in distinctive sizes and fresh colors," said Fred Martel, president of Baume & Mercier North America. "Petite Promesse delivers an every day watch that can be worn to the office, but also dressed up with bracelets for the evening.

"It's the perfect addition to our current assortment and is a great value for a Swiss made timepiece from a reputable brand such as ours," he said.

Taking the ideas of versatility and style into account, the campaign film for Petite Promesse features a woman wearing fashion-forward attire such as a jumpsuit or a graphic print dress with her watch. As she moves, the black and white film adds punches of color to the decor behind her and her wrist.

### *Discover the new Petite Promesse*

Baume & Mercier takes its position in life's moments very seriously, and kept that messaging central as it launched its Promesse collection two years ago. The first line for women in 10 years, the brand focused on self-celebration, as women reward themselves for promotions or deals achieved ([see story](#)).

According to [Euromonitor](#), while men's timepiece sales make up about two-thirds of the high-end watch industry, there is a big potential to grow via women's watches. With women's spending power growing, watchmakers are reaching out to these consumers with smaller cases and designs that appeal.

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