

JEWELRY

## Baume & Mercier creates exclusive “club” in latest product design

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*Baume et Mercier Clifton Club video*

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Swiss watchmaker Baume & Mercier is appealing to gentlemen who also appreciate sportsmanship in its latest line and vignette series.

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Hoping to attract what the brand is calling "gentlesportsmen," Baume & Mercier has created the Clifton Club with an accompanying film series. The sporting watch is designed to appeal to the modern man with a sleek and contemporary aesthetic.

"Baume & Mercier makes watches for every key moment of life, watches that mark memories," said Frederick Martel, president of Baume & Mercier of North America. "The Clifton Collection, one of Baume & Mercier's watchmaking lines, is expanding this year with a new series of timepieces, the Clifton Club, which fulfills the needs of urban, active, elegant men, accomplished aesthetes, today's gentlesportsmen."

"The watch is as attractive and multitasking as those men who, whether in the sports hall or an important meeting, grasp everything life has to offer without counting their time," he said. "The launch of the Clifton Club is to answer the needs of the many men who want a multipurpose, stylish sports watch, a market that allows us to complement our existing product offering."

### Marketing activity

Baume & Mercier is looking to create an image that will appeal to men who exude class but also appreciate their masculinity through sport.

Clifton Club is being introduced with a series of short films and ads, featuring a range of sporting activities while keeping a high-class style.



#### *Baume & Mercier's Clifton Club video*

For instance, an introductory video showcases a variety of sports and activities with men who embody the ideal "Clifton Club member." In the intro video, Baume & Mercier identifies the campaign as a "tribute to gentlesportsmen."

The clip starts off with footage of a man skateboarding while wearing a suit and then moves on to men golfing with similar attire. Polo players are shown before men braving roaring waters to surf.

Biking, sky diving, rowing and driving are all activities touched upon with men wearing the classiest attire. Each activity is then looked at deeper in its own vignette.

For example, one video shows more footage of the men playing polo with text that informs one how to be a gentlesportsmen. Text such as "Greet your competition with a smile, and a winning strike," appears overlaid of the footage.

A video that focuses on surfing informs viewers that "lunch breaks are not for sandwiches." "Wearing a suit does not an office worker make," is displayed to those watching Baume & Merciers video on skydiving.

Another video begins with close-up images of the new Clifton Club watch line.

#### *Baume & Mercier's intro video*

##### Mercier marketing

Baume & Mercier also recently shared consumers' moments of success through a social initiative meant to highlight the brand's timepieces as part of an achievement.

The brand often features moments of celebration in its campaigns to connect consumer milestones to its products, whether the occasion is a promotion, graduation or wedding. For this campaign, Richemont-owned Baume & Mercier focused its lens on millennials who are young and ambitious,' ([see more](#)).

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

Petite Promesse followed 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 was marketed as the ideal companion for a woman with a similarly bright personality ([see more](#)).

"The differentiating point of our new Clifton Club campaign, paying tribute to the gentlesportsmen,' is that it highlights the fair play, camaraderie, respect, team spirit, behind the new spirit of sports," Mr. Martel said. "That concept is definitely very visible in our communication offline but also in our digital activation happening now on our social media and video content."