

JEWELRY

Baume & Mercier teams with Mr Porter for curated ecommerce

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Baume & Mercier's Clifton Club Shelby Cobra Daytona Coupe. Image credit: Baume & Mercier

By STAFF REPORTS

Swiss watchmaker Baume & Mercier is generating attention for its timepieces among the style-conscious customers of online menswear retailer Mr Porter.

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Baume & Mercier is the latest in a line of jewelers and watch brands, including IWC Schaffhausen and Cartier, to partner with Mr Porter or its sister site Net-A-Porter to expand their ecommerce presence. Launching on Aug. 15, Baume & Mercier's range for Mr Porter spans sporty and sophisticated styles, allowing the brand to reach a diverse profile of customers.

Watching the Web

Among the Baume & Mercier watches that will be available on Mr Porter will be 11 timepieces from its Clifton Collection, including the limited-edition flyback chronograph the Clifton Club Shelby Cobra Daytona Coupe, giving shoppers a chance to take home one of the 196 numbered watches produced.

Two Baume & Mercier Classima timepieces will also be sold within the curated selection, which ranges in price from \$990 to \$7,950.



Watch from Baume & Mercier's Clifton Club collection. Image credit: Baume & Mercier

"Baume & Mercier is thrilled to partner with Mr. Porter for the first time," said Alain Zimmermann, CEO of Baume & Mercier, in a statement. "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," he said.

To herald Baume & Mercier's arrival on its platform, Mr Porter's online magazine The Journal will publish a feature on the watchmaker's Clifton Club Shelby Cobra Daytona Coupe on Aug. 17.

We're delighted to be working with Baume & Mercier, a brand steeped in watchmaking history," said Toby Bateman, managing director, Mr Porter. "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," he said.

Like Mr Porter, online retailer Net-A-Porter has become a popular testing ground for luxury jewelers, allowing brands that have limited digital distribution a chance to expand their ecommerce footprint.

One of the most recent labels to join the retailer's fine jewelry offerings is Switzerland's Piaget, which debuted its Possessions line on the site in April. Luxury brands traditionally seek control in their distribution, but a number of jewelers have entrusted Net-A-Porter to retail multi-thousand dollar pieces online ([see story](#)).