

JEWELRY

Richemont looks to future with accessible, sustainable watch label

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Richemont's new brand, Baume. Image credit: Baume

By BRIELLE JAEKEL

Luxury conglomerate Richemont is preparing for the future with a new brand as the heritage Swiss watch industry remains turbulent.

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Investing into a lower price point model, sustainability and unisex designs, Richemont is launching a new watch label. Priced between \$560 and \$1,000, Baume is a side brand of the iconic and higher priced heritage Baume & Mercier label.

Watching the future

Richemont unveiled the Baume brand in California on May 16, revealing its modernist ideals and immediately allowing customers to make online purchases. The conglomerate is calling Baume a "genderless brand designed for a better tomorrow."

Baume's designs will be made with recycled and sustainable materials, and no animal products or precious metals will be used.



Baume's new marketing campaign. Image credit: Baume

The brand is launching with a partnership with Waste Free Oceans, which works to reduce and eliminate pollution in oceans and beaches.

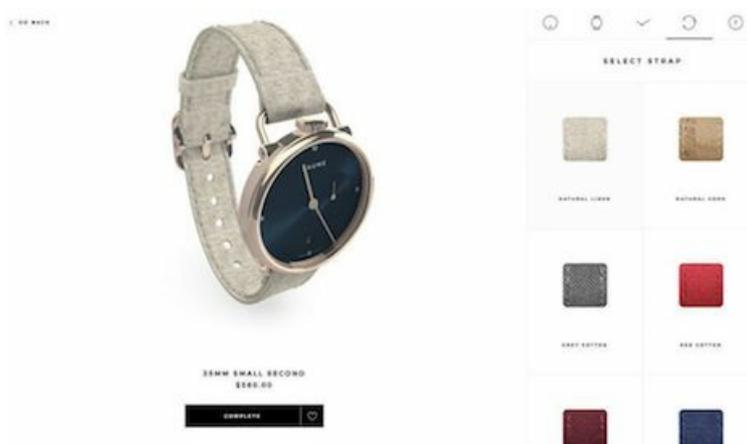
Straps in Baume's collection will be made from plastic recovered from Waste Free Oceans' cleanup projects. The new brand will also be organizing a plastic collection event on some of the beaches in Malibu, CA and will donate portion of its sales to the cause.

Baume has also alluded to another collaboration line coming out in the fall.

In a notable move to value sustainability, Baume will also reserve watch production to orders only, meaning there will be no at-the-ready inventory. Each item will be made to order.

Along with its ecommerce debut, the brand has launched a marketing campaign with taglines reading "It's about making time" and "Designing for a better tomorrow."

At launch, Baume is retailing two collections: the Iconic series and the Custom Timepiece Series, which is a completely customizable line.



Baume's customizable watch tool. Image credit: Baume

Richemont initiatives

The launch of Baume comes at a major time for Richemont, as Yoox Net-A-Porter Group shareholders have approved Richemont's bid to buy out the rest of the company's stock.

YNAP will no longer be its own publicly traded company as Richemont takes over the rest of its shares. The luxury giant now controls 94.9 percent of YNAP's shares, fulfilling the threshold for its public tender ([see more](#)).

Baume & Mercier has also looked to create timepieces for today. For instance, the watchmaker helped women wear their personality on their wrist with the release of a fashion-focused timepiece collection.

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

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