



An Evening with Baume & Mercier

Life is filled with favors we need to do for others, like having a wonderful dinner with friends to get a review of a beautiful watch brand....all for you, the readers, oh the things I do for you!

The family at Finch Centre Jewellers was kind enough to invite me for dinner with Joseph Milinkovic, Regional Manager of Baume & Mercier (the gent with the tie below). The evening was filled with advice, news, and several hands-on experiences with the latest watch models from Baume & Mercier (review of the watches are in the next edition).



First, a review of the brand. Baume & Mercier is one of the oldest watch brands around to date, the watch maker has been around since 1830 and continues to make high quality timepieces to this day. Unlike other "marketing machines", Baume & Mercier only manufactures timepieces, not glasses, not pens or cell phones, they are strictly focused on telling you the time

in a classic way. With a goal of being "timeless", you can rest assured that your watch will look as good in 50 years as it does today, and that is the whole point of a *real* watch, the notion that it can be passed down to the next generation, like they say, you can't take it with you. After all, who needs a watch the size of a hubcap and that only looks decent for a week after purchase? Baume & Mercier watches are the type that will look classic from generation to generation.

So many other brands only make a portion of the watch in Switzerland but can still paste "Swiss Made" on the dial. A great attribute of Baume & Mercier is that while other brands might only make certain parts in Switzerland, 100% of a Baume & Mercier watch is Swiss made. This helps ensure that when you see "Swiss Made" on the watch dial, you're getting what you pay for, a real Swiss made watch.

If you're looking to get someone a gift or even treating yourself to one (you have been working hard lately!), Baume & Mercier deserves a look. They're a fresh alternative to monstrosities that the big brands have been putting out and you can be sure that you're getting a real Swiss made timepiece that will remain timeless.

The Finch Centre Jewellers family are authorized Baume & Mercier dealers and can help you choose the right Baume & Mercier watch depending on your needs.

Until next time, when I'll dive into the Baume & Mercier watches themselves, keep on watching!

Anthony Spagnolo