



Baume & Mercier

NEW CORPORATE
DISPLAYS
&
VISUAL MERCHANDISING
GUIDELINES

Confidential

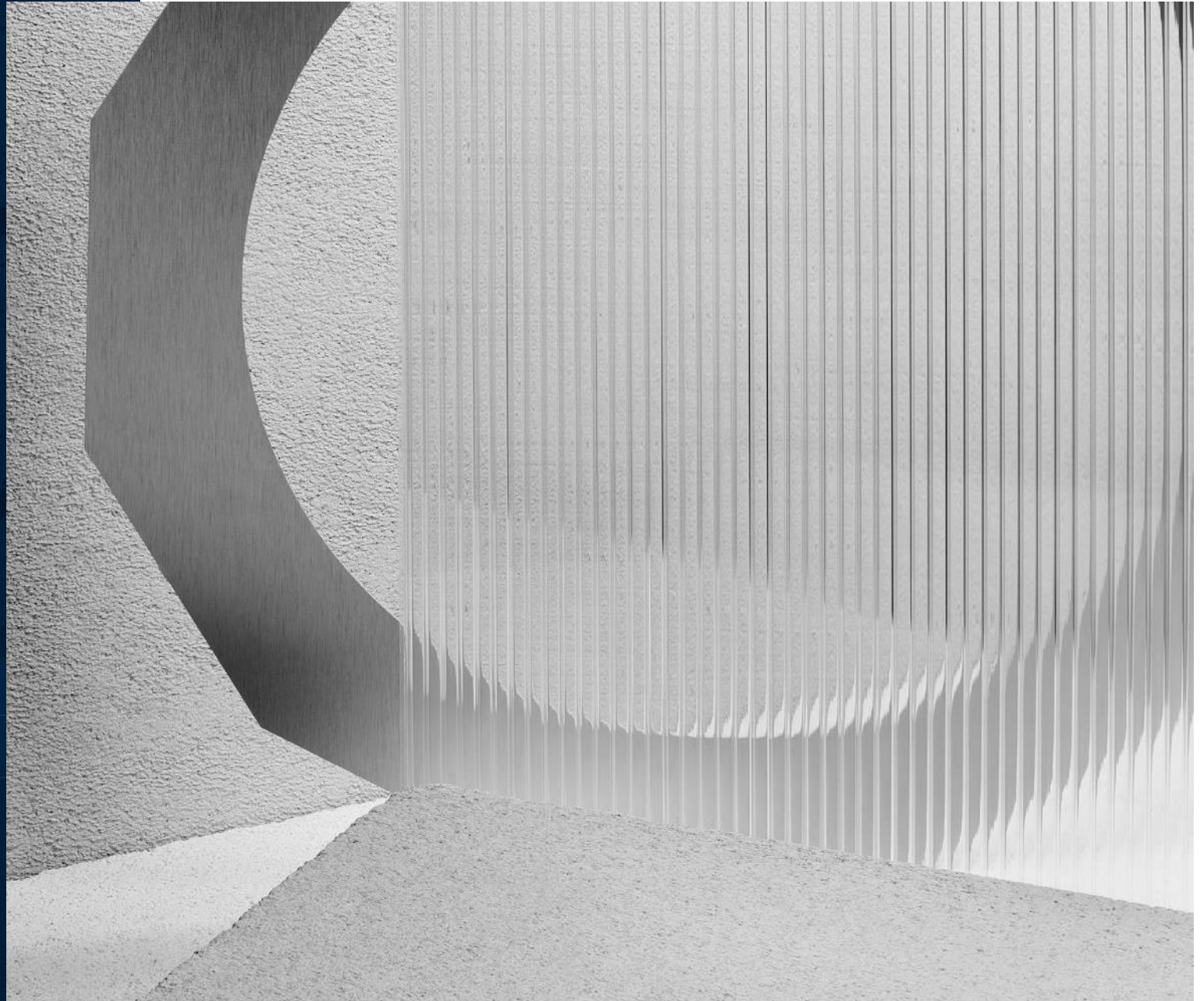


September 2024

Geneva - Switzerland



01. PRESENTATION



Φ NEW DISPLAY MATERIAL



MODERNITY ++

LISIBILITY ++

APPEAL ++

PHASE 1 - AS OF SEPTEMBER
2024

PHASE 2 - AS OF MAY 2025

Φ ROLL OUT RULES

- To be implemented across worldwide network in all furniture (B&M branded or non personalized furniture)
- All POSM from previous generation should be replaced
- 2 roll out phases
 - Phase 1 : from September 2024
 - Phase 2 : from May 2025





02.

NEW DISPLAY MATERIAL



Φ MATERIALS

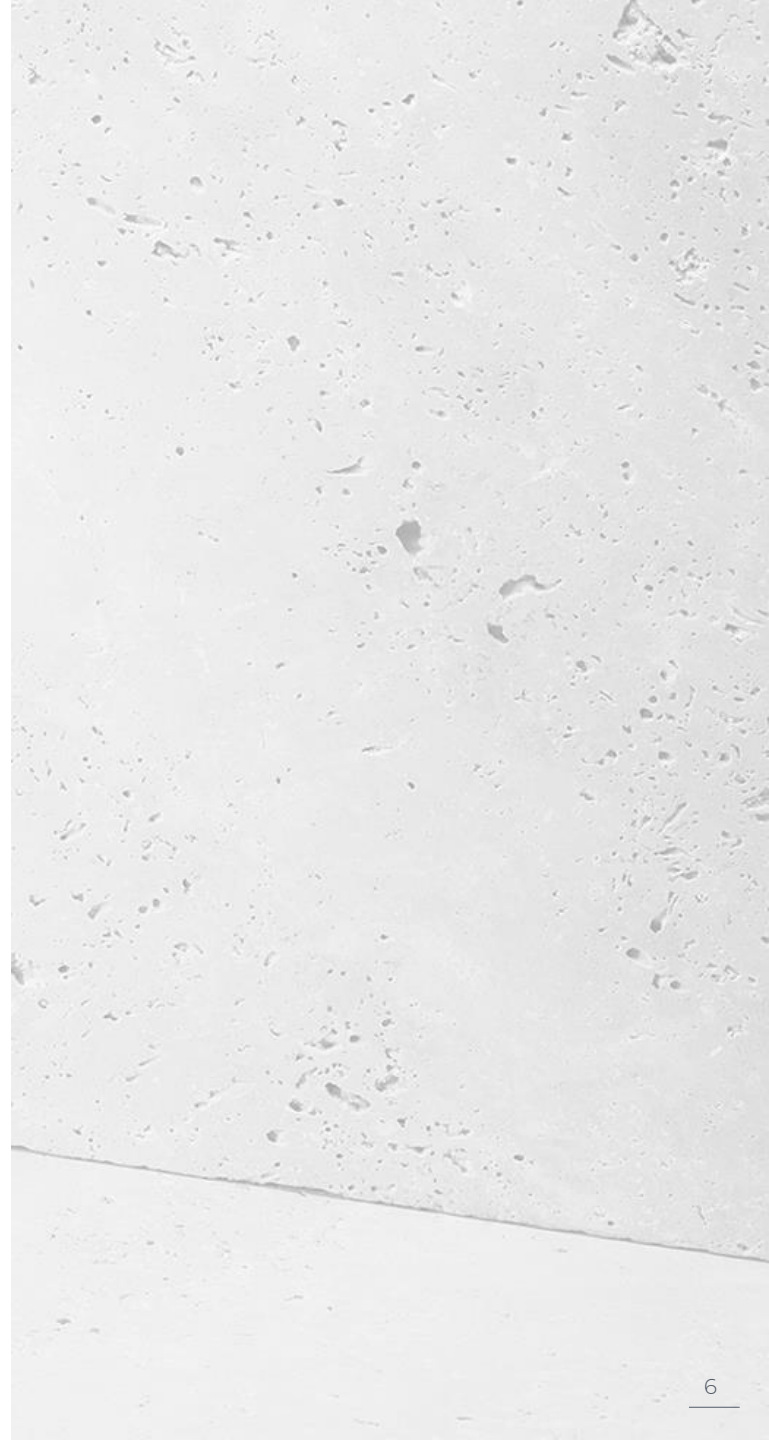
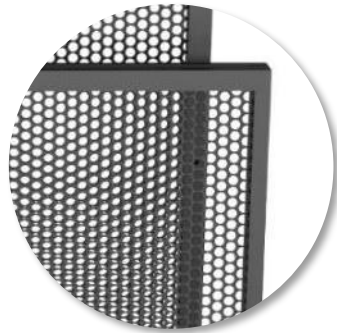
BLUE FABRIC



ANTRACITE METAL



ANTRACITE METAL &
SILVER SATINED LOGO



Φ DISPLAY SIZES SUMMARY – INCLUDING BACKWALL



SIZE L
W 1000mm x D 497mm x H 650mm
Watches capacities: **34 pcs**

SIZE M
W 730mm x D 497mm x H 650mm
Watches capacities: **24 pcs**

SIZE S
W 580mm x D 497mm x H 500mm
Watches capacities: **19 pcs**

SIZE XS
W 500mm x D 497mm x H 370mm
Watches capacities: **19 pcs**

SIZE XXS
W 350mm x D 389mm x H 370mm
Watches capacities: **14 pcs**



SIZE L
W 1000mm x D 400mm x H 182mm
Watches capacities: **31 pcs**


SIZE M
W 730mm x D 400mm x H 182mm
Watches capacities: **22 pcs**


SIZE S
W 630mm x D 400mm x H 182mm
Watches capacities: **19 pcs**


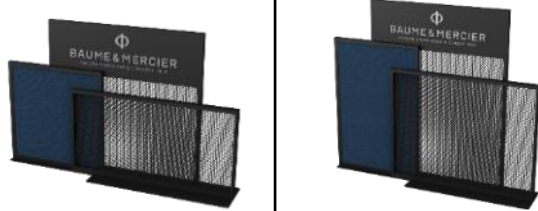
SIZE XS
W 500mm x D 400mm x H 182mm
Watches capacities: **16 pcs**

SIZE XXS
W 350mm x D 389mm x H 370mm
Watches capacities: **14 pcs**




Φ WINDOW DISPLAY – REFERENCE & CAPACITY




Window display XXS (WDXXS)	
Picture	
Reference	<p>MPP18083 <i>FY25 BASE FOR WD XXS</i></p> <p>MPP18088 <i>FY25 BACKWALL FOR WD XXS</i></p>
Watch capacity	14 pcs

Window display XS (WDXS)	
Picture	
Reference	<p>MPP17990 <i>FY25 BASE FOR WD XS</i></p> <p>MPP17992 <i>FY25 BACKWALL FOR WD XS</i></p>
Watch capacity	19 pcs

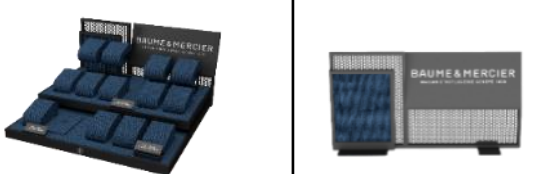
Window display S (WDS)		
Picture		
Reference	<p>MPP17993 <i>FY25 BASE FOR WD S</i></p>	<p>MPP17994 <i>FY25 BACKWALL LOW FOR WD S</i></p> <p>MPP17995 <i>FY25 BACKWALL HIGH FOR WD S</i></p>
Watch capacity	19 pcs	

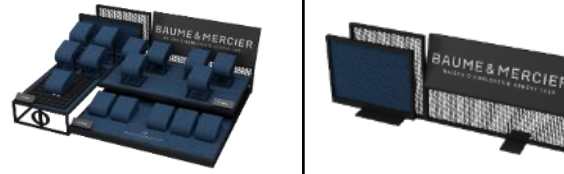
Φ WINDOW DISPLAY – REFERENCE & CAPACITY


Window display M (WDM)			
Picture			
Reference	MPP17996 <i>FY25 BASE FOR WD M</i>	MPP17997 <i>FY25 BACKWALL LOW FOR WD M</i>	MPP17998 <i>FY25 BACKWALL HIGH FOR WD M</i>
Watch capacity	24 pcs		

Window display L (WDL)			
Picture			
Reference	MPP17999 <i>FY25 BASE FOR WD L</i>	MPP18000 <i>FY25 BACKWALL LOW FOR WD L</i>	MPP18001 <i>FY25 BACKWALL HIGH FOR WD L</i>
Watch capacity	34 pcs		

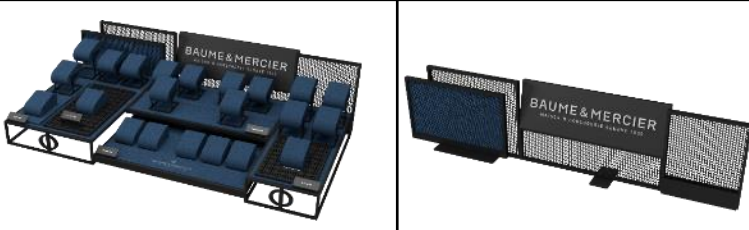
Φ WINDOW DISPLAY – REFERENCE & CAPACITY

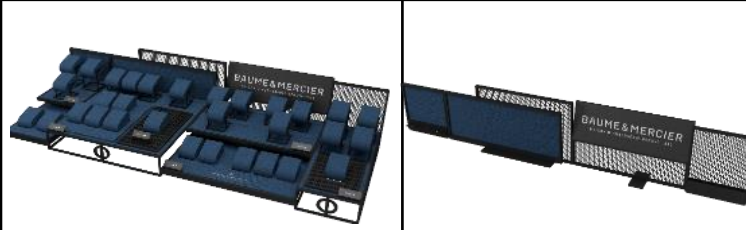
Counter display XXS (IDXXS)	
Picture	
Reference	<p>MPP18084 <i>FY25 BASE FOR ID XXS</i></p> <p>MPP18090 <i>FY25 BACKWALL FOR ID XXS</i></p>
Watch capacity	14 pcs

Counter display XS (IDX)	
Picture	
Reference	<p>MPP18002 <i>FY25 BASE FOR ID XXS</i></p> <p>MPP18003 <i>FY25 BACKWALL FOR ID XXS</i></p>
Watch capacity	16 pcs




Counter display S (IDS)	
Picture	
Reference	<p>MPP18004 <i>FY25 BASE FOR ID XXS</i></p> <p>MPP18005 <i>FY25 BACKWALL FOR ID XXS</i></p>
Watch capacity	19 pcs

Φ COUNTER DISPLAY – REFERENCE & CAPACITY

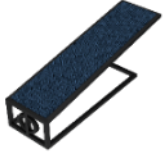


Counter display M (IDM)	
Picture	
Reference	<p>MPP18006 <i>FY25 BASE FOR ID M</i></p> <p>MPP18007 <i>FY25 BACKWALL FOR ID M</i></p>
Watch capacity	22 pcs

Counter display L (IDL)	
Picture	
Reference	<p>MPP18008 <i>FY25 BASE FOR ID L</i></p> <p>MPP18009 <i>FY25 BACKWALL FOR ID L</i></p>
Watch capacity	31 pcs

Φ ANIMATION DISPLAY – REFERENCE & CAPACITY


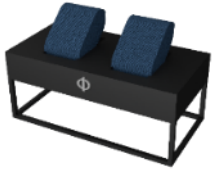





Animations displays			
Picture			
Reference	MPP18010 <i>FY25 ANIMATION DISPLAY</i>	MPP18011 <i>FY25 TOWER DISPLAY</i>	MPP18082 <i>FY25 SQUARE BASE PLATE</i>
Watch capacity	4 pcs	3 pcs	3 pcs

Φ DISPLAY ACCESSORIES



Other accessories			
Picture			
Reference	MPP18058 <i>FY25 STRAP STAND</i>	MPP18052 <i>FY25 NEUTRAL INSERTS WITH PHI LOGO</i>	MPP18053 <i>FY25 CUSHIONS INSERT FOR WINDOW and COUNTER DISPLAY</i>
Watch capacity	1 pc	/	1 pc



Φ DISPLAY ACCESSORIES



Additional stands

Additional stands							
Picture							
Reference	MPP18056 <i>FY25 HIGHLIGHTER STAND WITH ONE CUSHION</i>	MPP18057 <i>FY25 HIGHLIGHTER STAND WITH TWO CUSHIONS</i>	MPP18064 <i>FY25 KIT OF 3 WATCHES STANDS</i>	MPP18054 <i>FY25 WATCH STAND S FOR COUNTER DISPLAY</i>	MPP18055 <i>FY25 WATCH STAND M FOR COUNTER DISPLAY</i>	MPP17991 <i>FY25 WATCH STAND S FOR WINDOW DISPLAY</i>	MPP18065 <i>FY25 WATCH STAND M FOR WINDOW DISPLAY</i>
Watch capacity	1 pc	2 pcs	3 pcs	1 pc	1 pc	1 pc	1 pc



Φ ACCESSORIES - PLATES



	Baume & Mercier logo	
Picture		
Reference	MPP18093 : English MPP18035 : Simplified Chinese FY25 L-SHAPE OFFICIAL AGENT PLATE	MPP18036 : English MPP18037 : Simplified Chinese FY25 L-SHAPE LOGO PLATE AND COUNTER DISPLAYS

	Warranty extension	
Picture		
Reference	MPP18038 : English MPP18039 : French MPP18040 : Spanish MPP18041 : Italian MPP18042 : German MPP18043 : Japanese MPP18044 : Simplified Chinese FY25 L-SHAPE 8 YEARS WARRANTY PLATE FOR COUNTER and WINDOW DISPLAY	MPP18045 : English MPP18046 : French MPP18047 : Spanish MPP18048 : Italian MPP18049 : German MPP18050 : Japanese MPP18051 : Simplified Chinese FY25 INSERT 8 YEARS WARRANTY PLATE for WINDOW AND COUNTER DISPLAYS







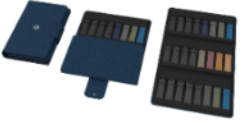

	Strap change system	
Picture		
Reference	MPP18020 : English MPP18021 : French MPP18022 : Spanish MPP18023 : Italian MPP18024 : German MPP18025 : Japanese MPP18026 : Simplified Chinese FY25 L-SHAPE INTERCHANGEABLE STRAP PLATE for COUNTER and WINDOW DISPLAY	MPP18027 : English MPP18028 : French MPP18029 : Spanish MPP18030 : Italian MPP18031 : German MPP18032 : Japanese MPP18033 : Simplified Chinese FY25 L-SHAPE INTERCHANGEABLE STRAP PLATE for COUNTER and WINDOW DISPLAY

Φ ACCESSORIES - PLATES

Hampton, Clifton, Classima and Riviera plates		
Picture		
Reference	<p>MPP18012 : Original MPP18013 : Simplified Chinese</p> <p><i>FY25 SET OF 8 L-SHAPE NAME PLATES for COUNTER and WINDOW DISPLAYS</i></p>	<p>MPP18014 : Original MPP18015 : Simplified Chinese</p> <p><i>FY25 SET OF 4 INSERT NAME PLATES for COUNTER and WINDOW DISPLAYS</i></p>

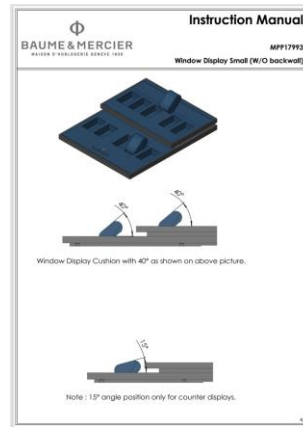
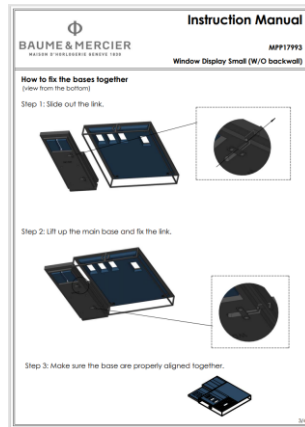
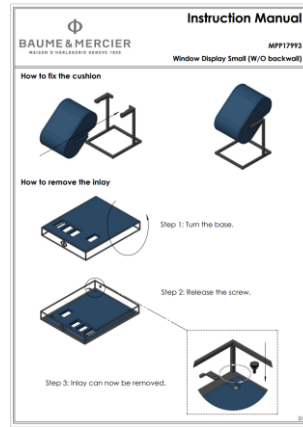
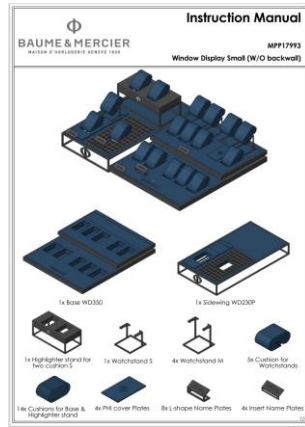
Linea, Capeland and Baume plates		
Picture		
Reference	<p>MPP18016 : Original MPP18017 : Simplified Chinese</p> <p><i>FY25 SET OF 3 L-SHAPE NAME PLATES for COUNTER and WINDOW DISPLAYS</i></p>	<p>MPP18016 : Original MPP18017 : Simplified Chinese</p> <p><i>FY25 SET OF 3 L-SHAPE NAME PLATES for COUNTER and WINDOW DISPLAYS</i></p>

Φ DISPLAY ACCESSORIES

Other accessories								
Picture								
Reference	MPP17962 : Gloves Women MPP17963 : Gloves Men	MPP17964 <i>SELVIT</i>	MPP17881 <i>SET OF 25 PINS FOR LEATHER STRAP</i>	MPP18062 <i>FY25 MIRROR</i>	MPP18059 <i>FY25 WATCH TRAY FOR 8 WATCHES</i>	MPP18085 : Flat tray MPP18061 : Inlay <i>FY25 PRESENTATION TRAY AND INLAY</i>	MPP18063 <i>FY25 POUCH FOR STRAPS</i>	MPP18089 <i>FY25 STRAP BOX</i>
Watch capacity	/	/	/	/	8 pcs	/	/	1 pc

Φ MANUEL & GUIDELINES

1. INSTRUCTIONS MANUAL *delivered with the Parcel Box of each Display*



2. CURRENT SET-UP & VM GUIDELINES *provided by HQ*



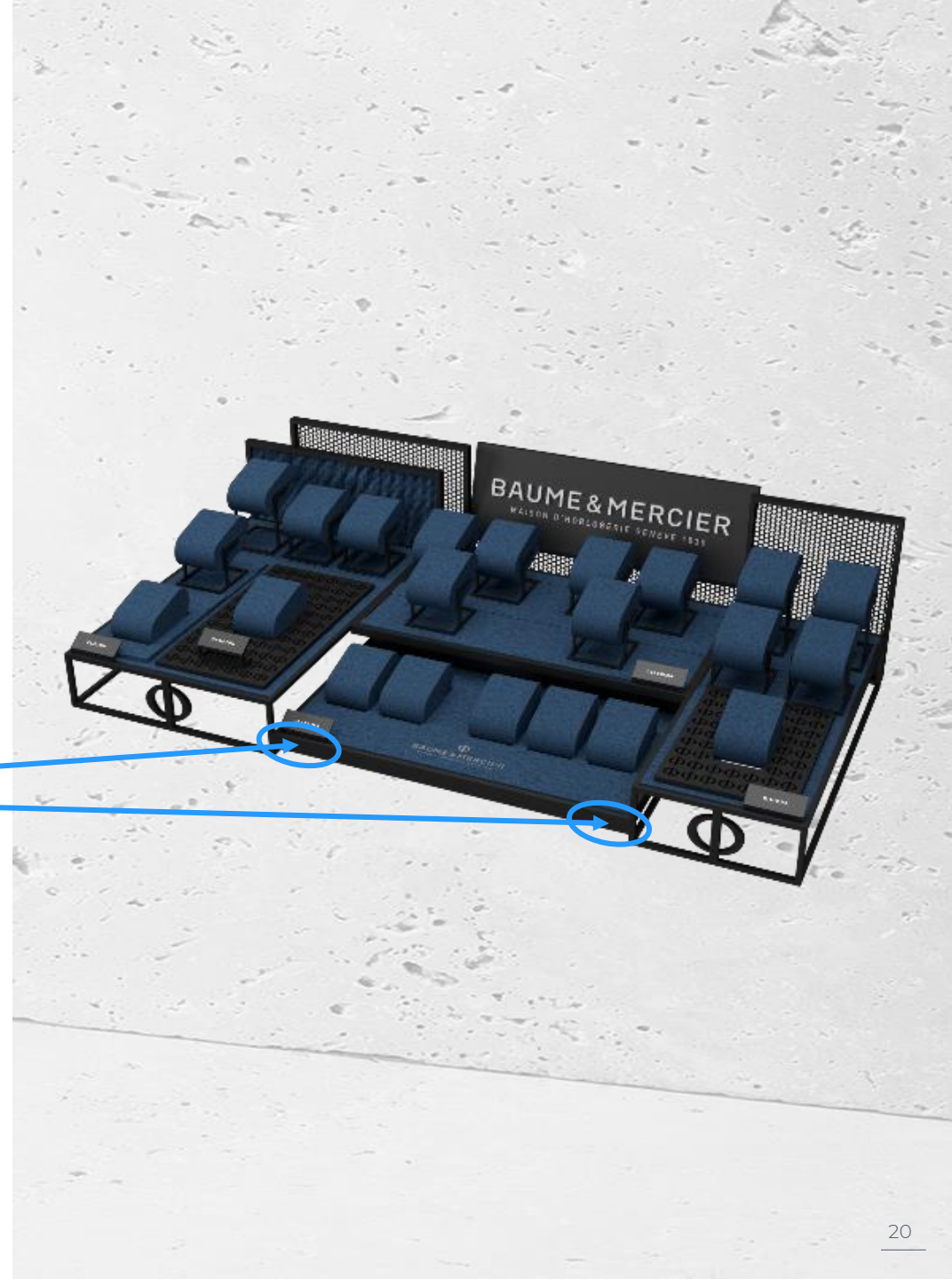
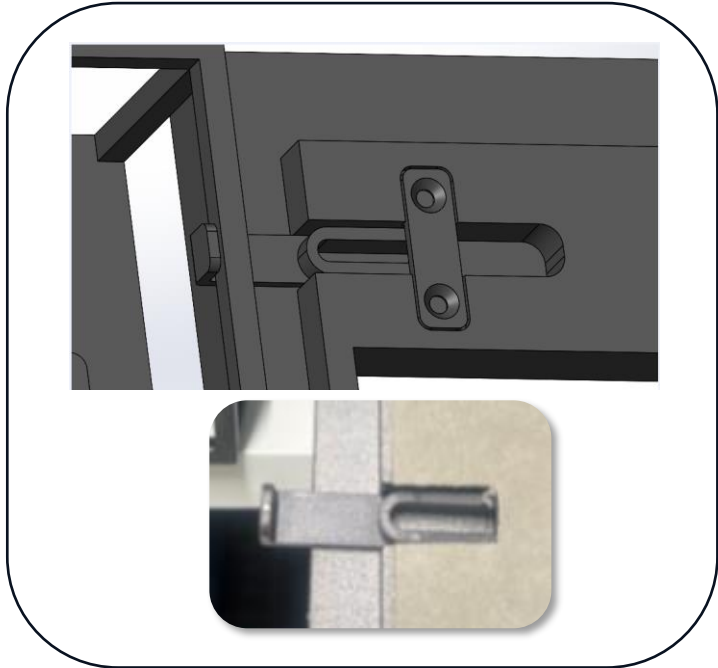


03. INSTALLATION



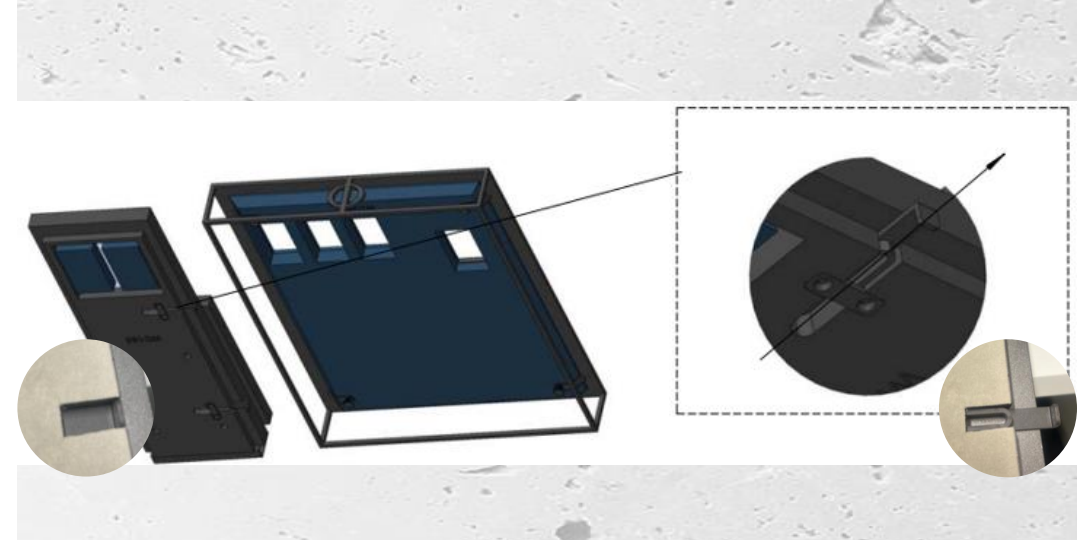
Φ HOOK SYSTEM

RETRACTABLE HOOKS UNDER THE CENTRAL LOWER BASE TO SET THE BASES TOGETHER

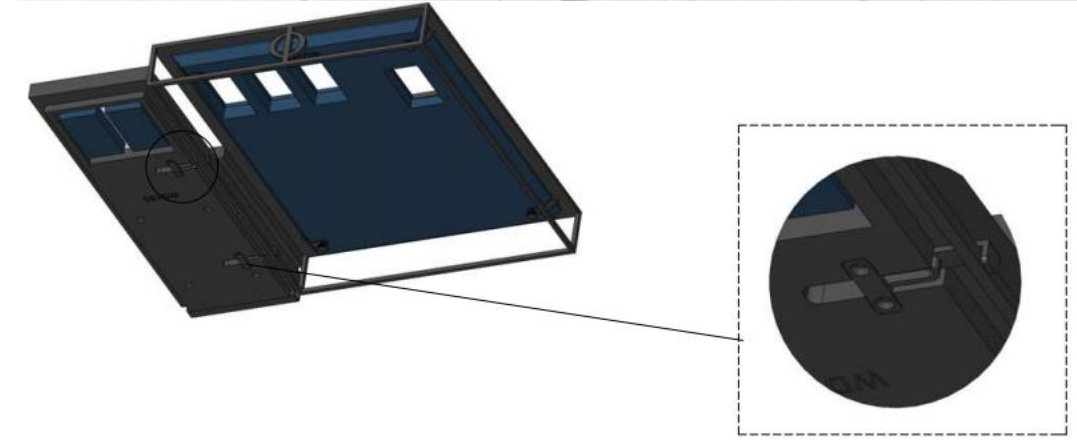


Φ HOOK SYSTEM

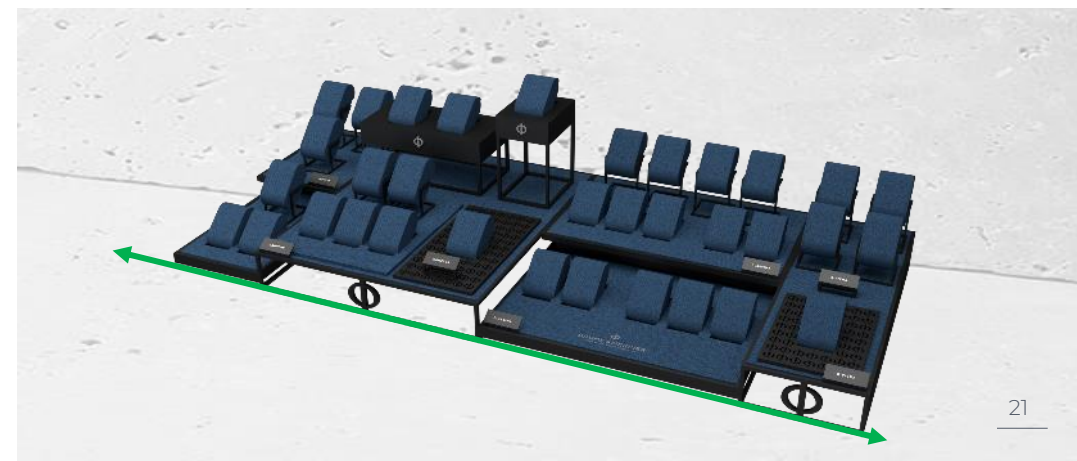
1- Slide out the link placed under the base



2- Lift up the main base and fix the link



3- Make sure the base are properly aligned together

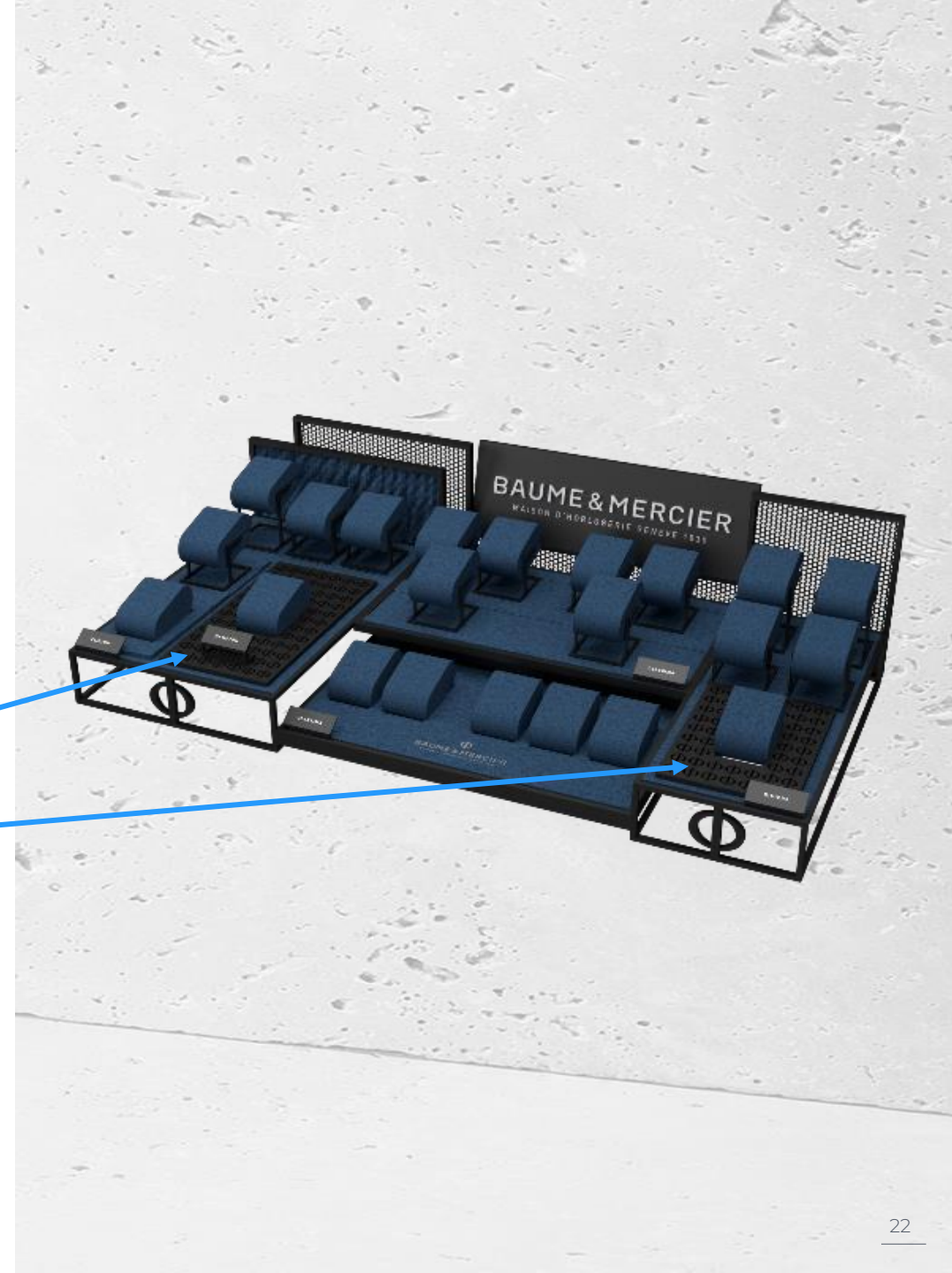
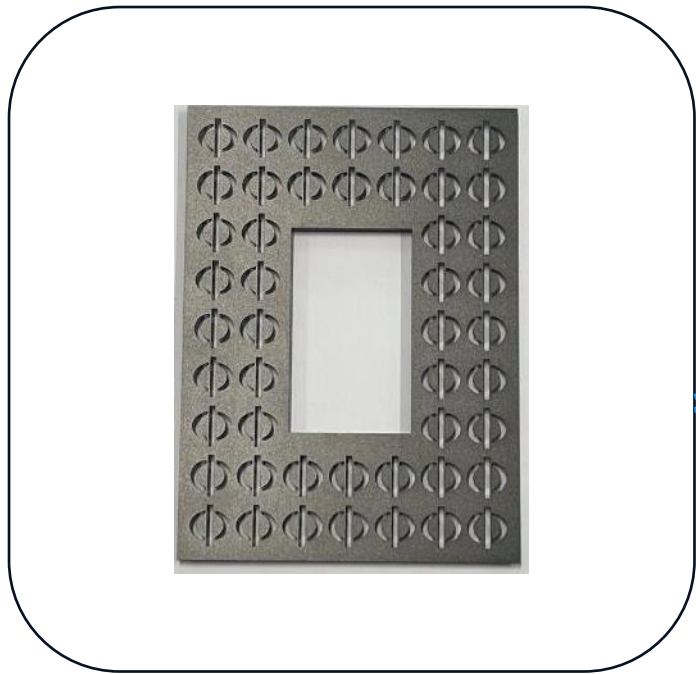


Φ CORPORATE ANIMATION

ANTHRACITE PLATES ARE PART OF THE CORPORATE DISPLAY

SPECIFIC PLATES MIGHT BE DEVELOPED FOR FUTURE ANIMATIONS

- MAKE SURE TO ALWAYS PRESERVE THE CORPORATE PLATES SO IT CAN BE REUSED

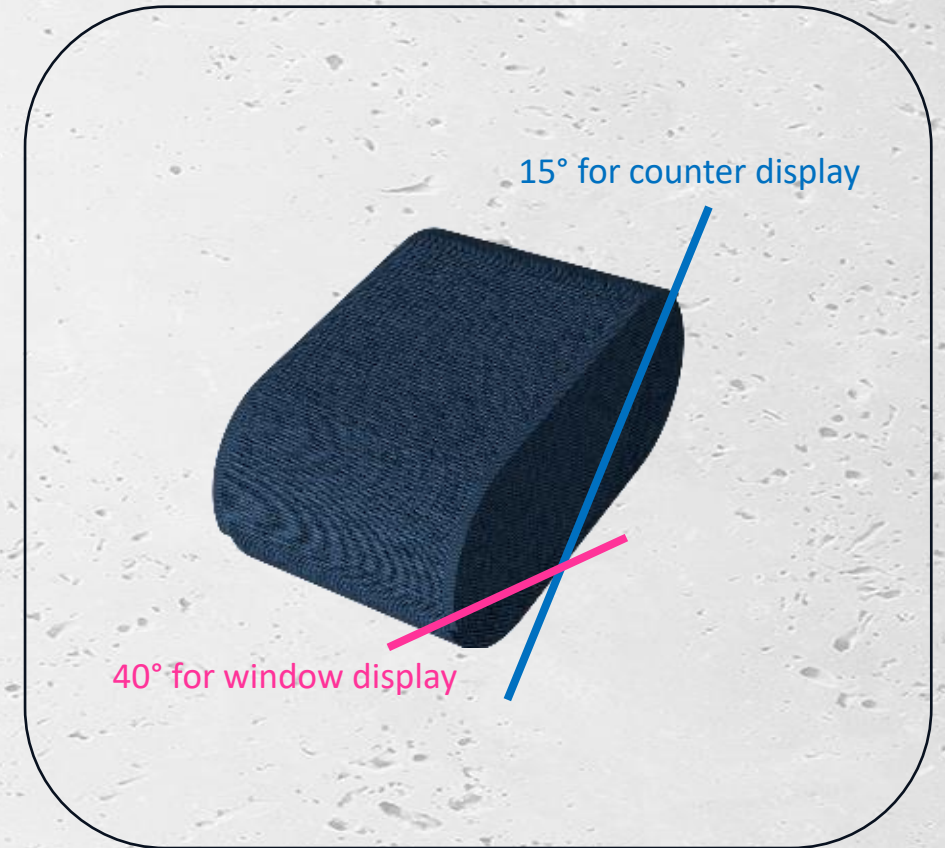


Φ INSERT CUSHION POSITION

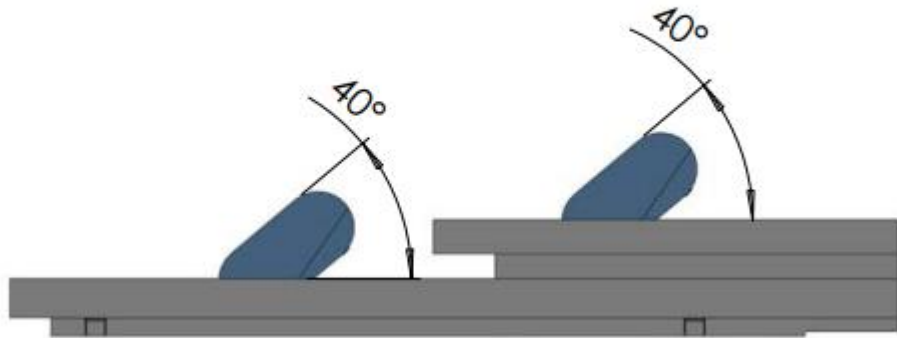
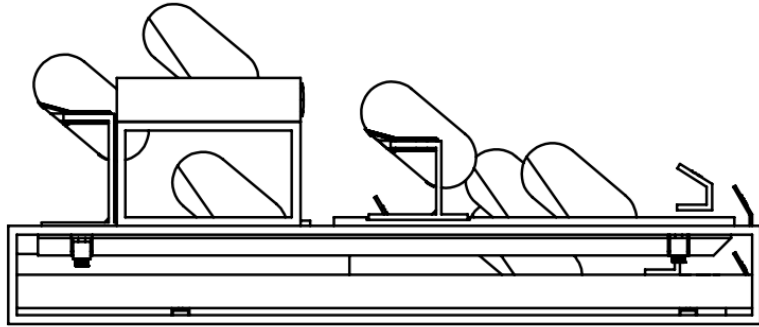
THE INSERT CUSHION HAS 2 DIFFERENT POSITIONS

- 15° FOR COUNTER DISPLAY
- 40° FOR WINDOW DISPLAY

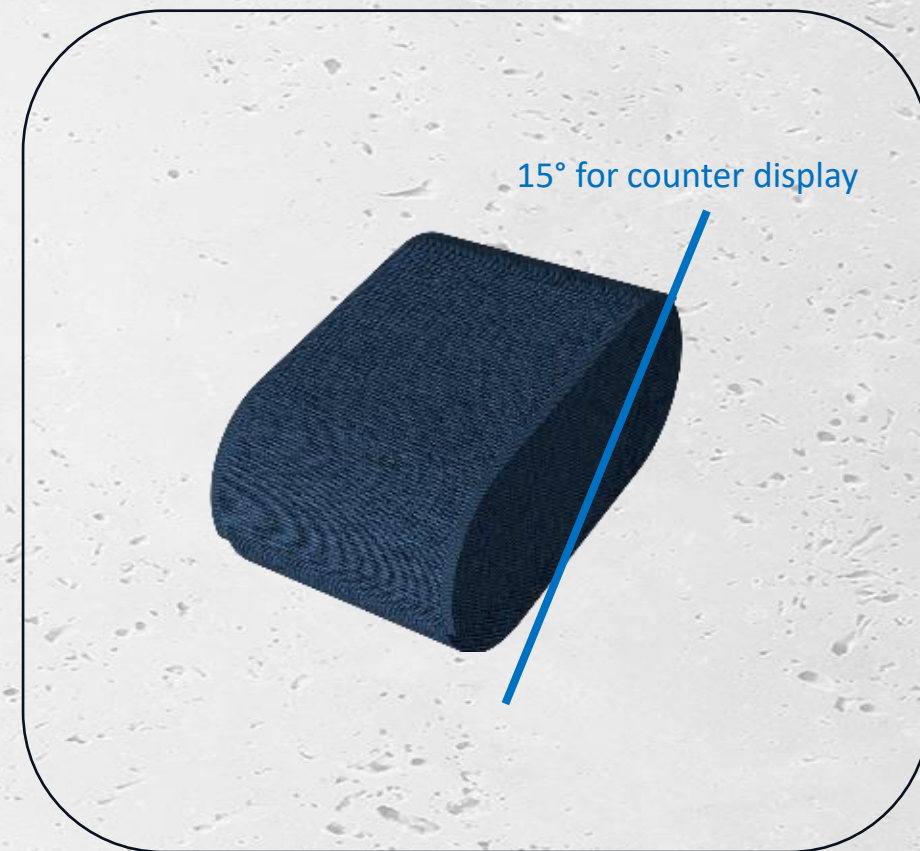
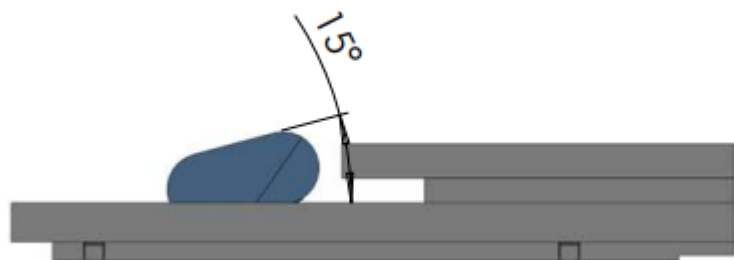
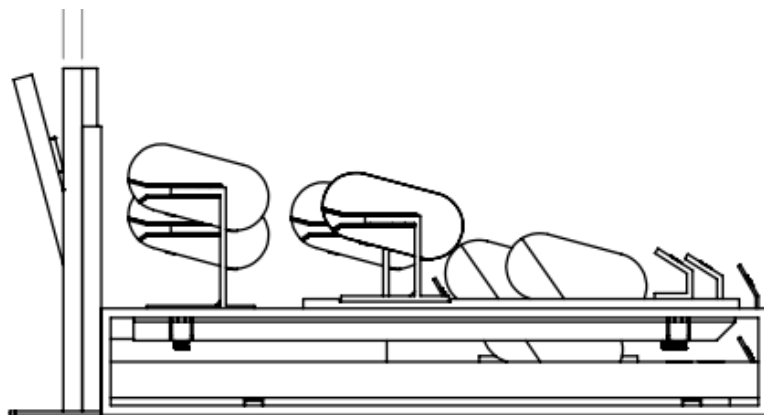
➤ DON'T MIX WINDOW DISPLAY WATCH STANDS WITH THE ONES FROM THE COUNTER DISPLAY



Φ INSERT CUSHION POSITION WINDOW DISPLAY



Φ INSERT CUSHION POSITION COUNTER DISPLAY



Φ CUSHIONS - Watch set up

ELASTIC BANDS

Placed on the back of each cushion to better hold the leather strap and avoid any damage of the leather

PIN LEATHER STRAPS

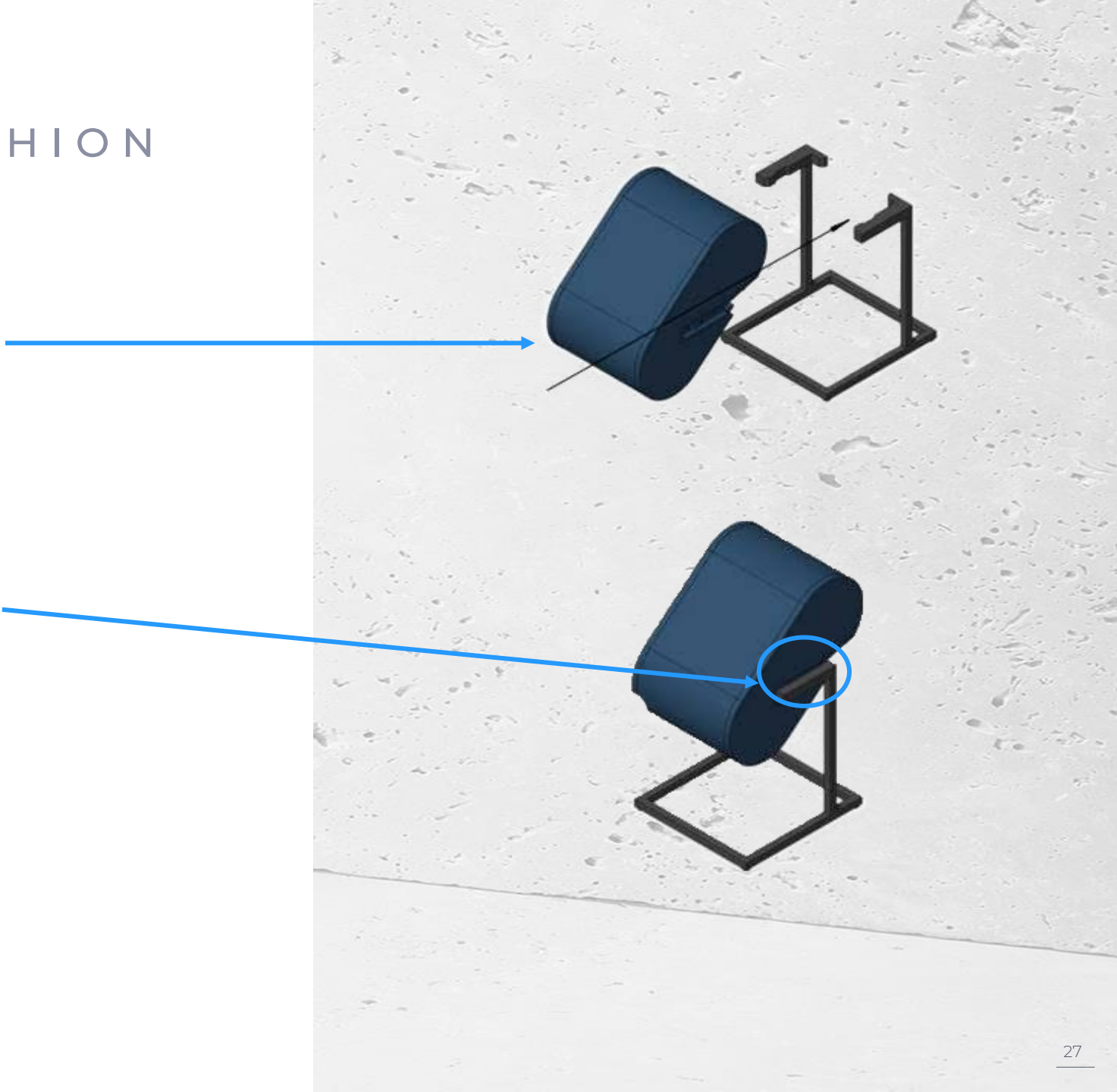
For leather strap when needed, please use the pin leather straps MPP17881



Φ STAND CUSHION HOW TO FIX THE CUSHION

SLIDE THE CUSHION ON THE TWO METAL BARS TILL IT IS PROPERLY FIXED

THE RIGHT ANGLE OF THE FEET MUST BE TO THE BACK



Φ BACKWALL VISUAL FOR WINDOW DISPLAYS M AND L



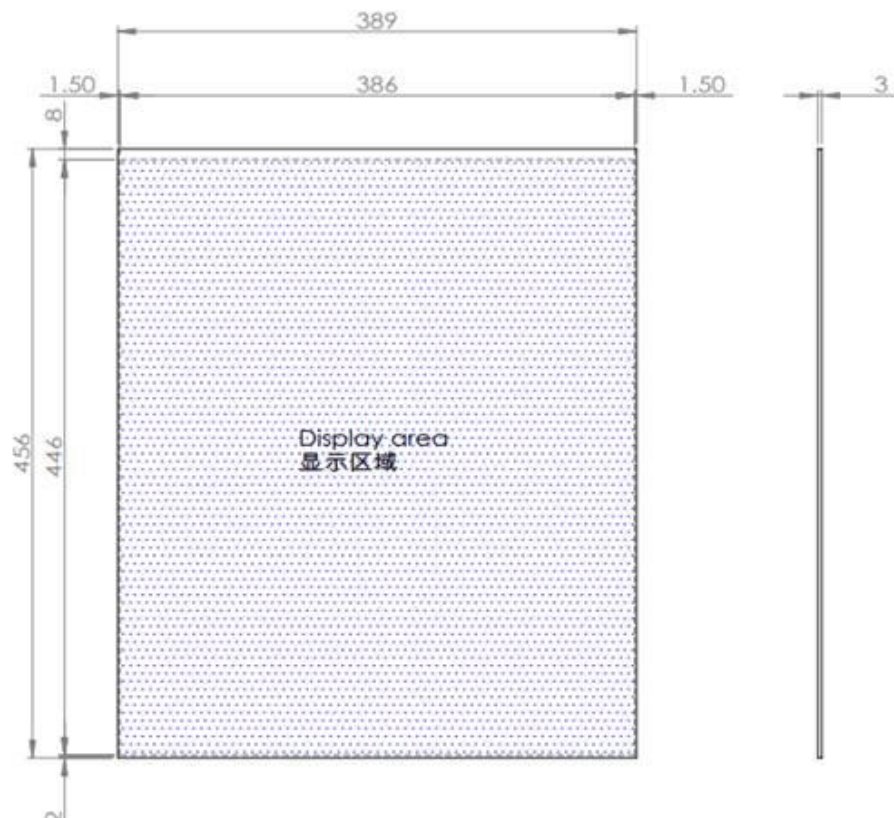
WDM



WDL



Φ BACKWALL VISUAL PRINTING SPECIFICATIONS



The printing specifications :

- Mat printing directly on 3mm acryl
- or
- Printing on mat paper stuck on 3mm acryl

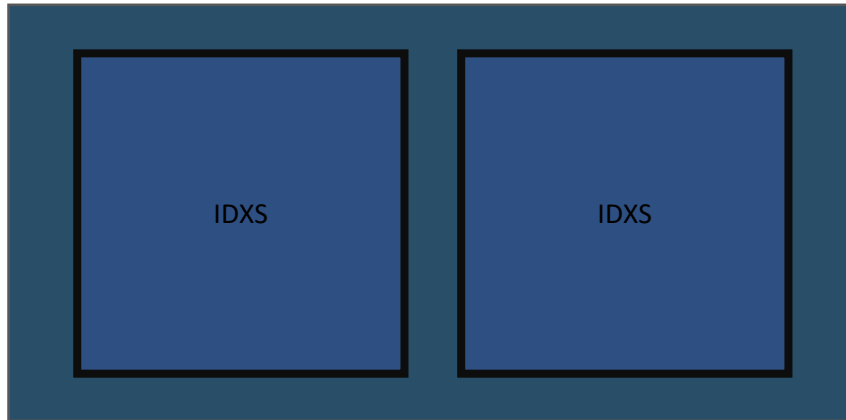
Visual size : 389x456 mm



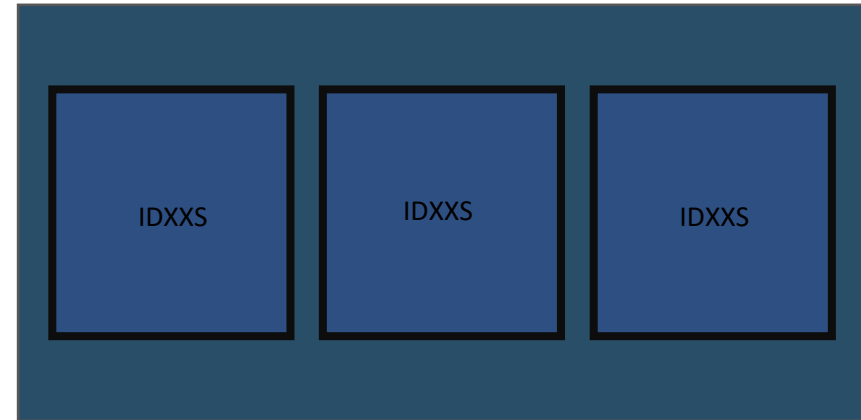
- Local printing of one of the 4 visuals above :
The priority remains the M0A10616.
Only **temporarily** and if specifically requested by the retailer, the M0A10769 and M0A10765 can be highlighted
- Production files available on the below OCP link
<https://delivery.ocp.richemont.com/collections/a1b8e1cd5a294319a2d5aef240b87b>

Φ SET UP RULES

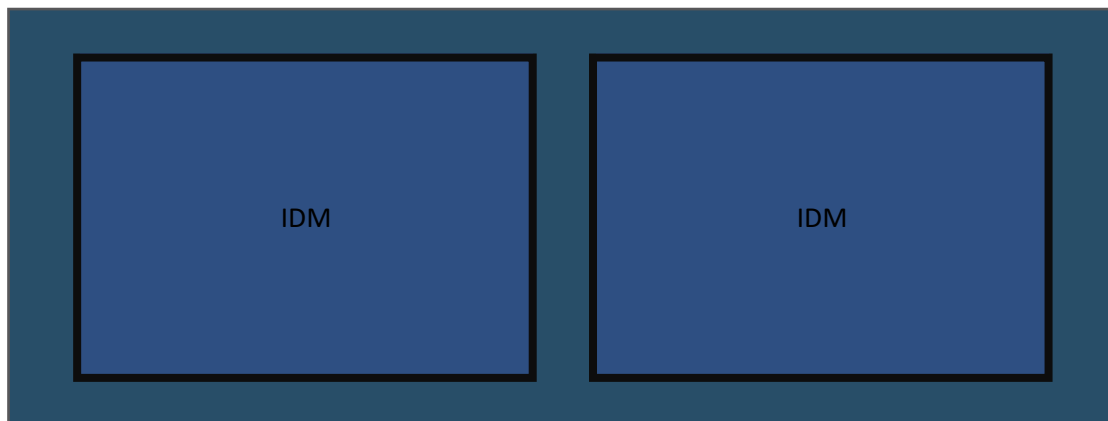
COUNTER 1200 – OPTION A



COUNTER 1200 – OPTION B



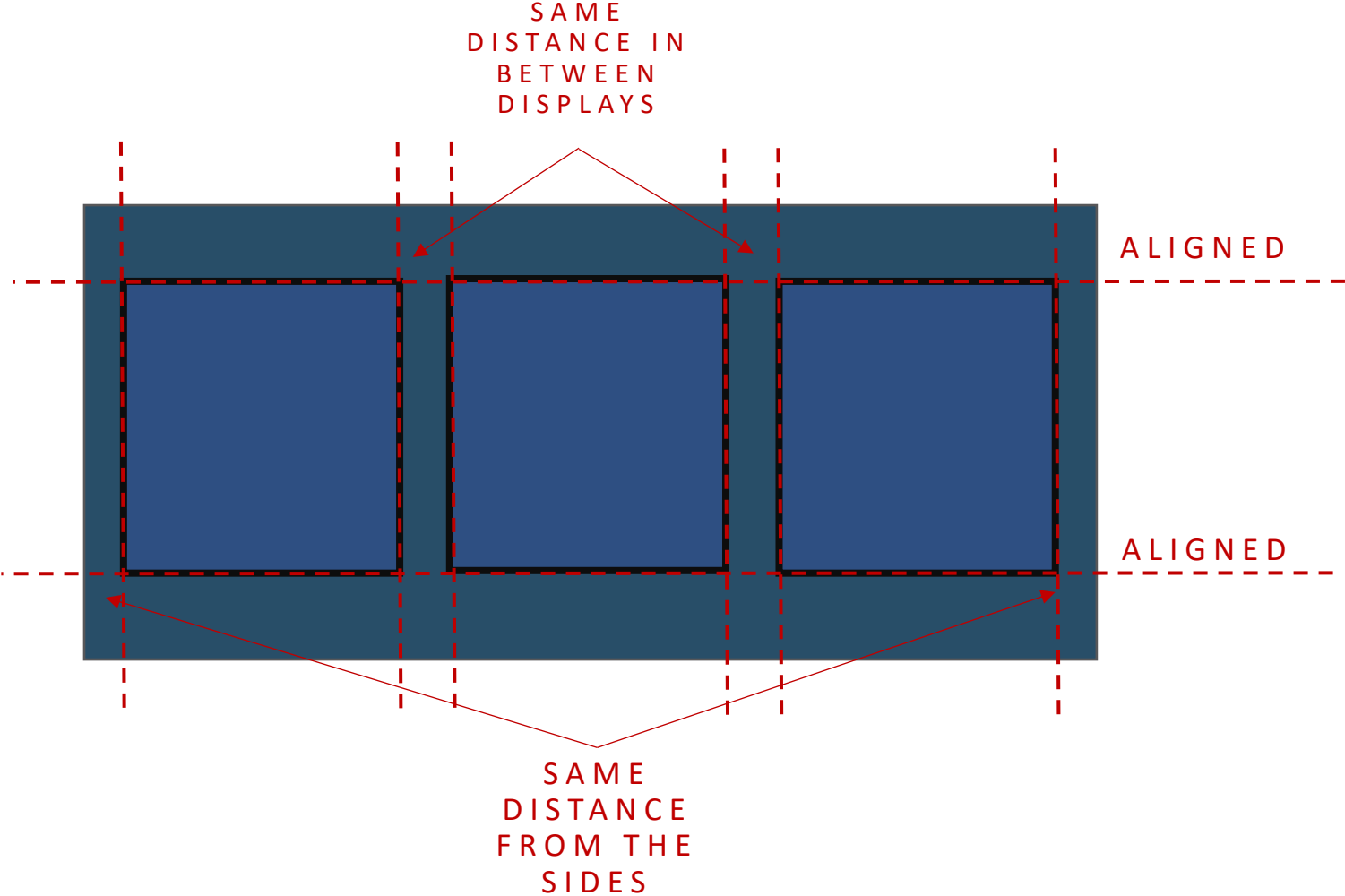
COUNTER 1600



IF MORE THAN ONE DISPLAY IS REQUIRED IN A SHOWCASE
(COUNTER OR WALL WINDOW)

=> DISPLAYS **MUST** HAVE THE SAME SIZE

Φ SET UP RULES



Φ GOOD PRACTICES MAIN RULES

- Respect the location of each base
- Don't mix counter and window bases
- Don't mix bases from different references
- Don't mix categories of bases and backs (no counter with window backwall and no window base with counter backwall)
- Make sure that the collection displayed in front of the visual is linked to it.
- Don't leave empty spaces – use the cover plate MPP18052
- Don't use elements from the old PLV concept (golden plates, beige cushion, brown cover plates, etc.)
- Price tag location : don't hesitate to come back to us for any recommendations



Φ GOOD PRACTICES MAIN RULES

Don't add extra stands/watches on the display

LESS IS MORE

- To ensure better visibility and be eye-catching
- For an elegant, clear and uncluttered read

Ask the POS to keep the extra watches in the safe or to offer you an additional and more visible space

Upload pictures on MAPIX of all new displays installed
(Dedicated Guidelines will be sent mid-September 2024)



Φ SET UP

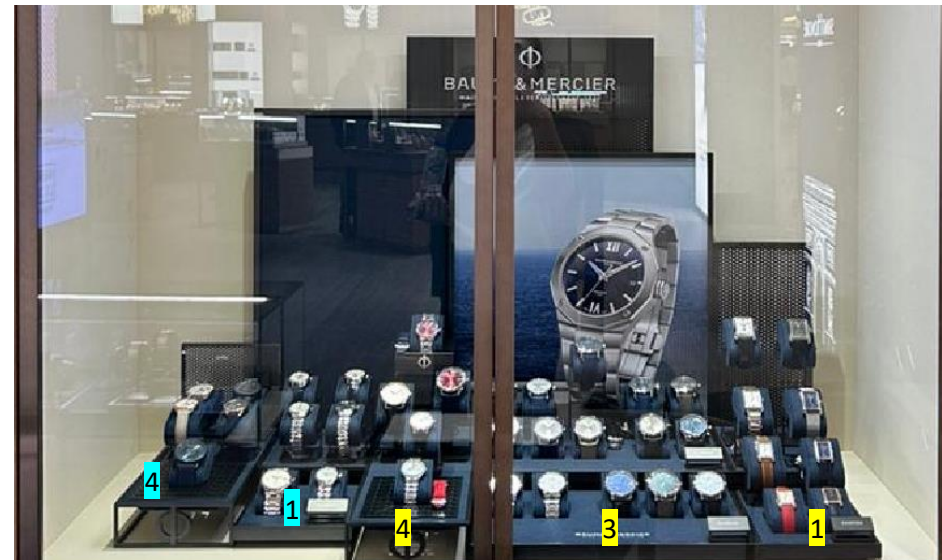
DO ✓



DON'T ✗



Mix of counter and window base = bases are not aligned (different depths)



Mix of counter and window base = bases are not aligned (different depths)

Φ SET UP

DO ✓



Use only the stands available on the corporate displays (stand of animation display should not be placed on the standard displays)

DON'T ✗



Φ SET UP

DO ✓



Don't add more stands on the display
= for any extra watches to display please negotiate additional space

DON'T ✗



Φ SET UP

DON'T ❌



Don't use elements from the old PLV concept (golden plates, beige cushion, brown cover plates, etc.)



Φ SET UP

DO ✓



DON'T ✗

The base of different references have been mixed
= backwall doesn't fit properly





04. ASSORTMENT



Φ IDEAL 40 TIMEPIECES ASSORTMENT



NOVELTIES

34 refs masterline
Min 5-10 refs novelties

GENDER

Min 30% ladies

COLLECTIONS

Riviera 40%
Classima 35%
Clifton 15%
Hampton 10%

CALIBER

40% Quartz
60% Auto



40 TIMEPIECES ASSORTMENT

34 MASTERLINE & 5-10 NOVELTIES

Masterline

Alternative available please see next slide

Novelties

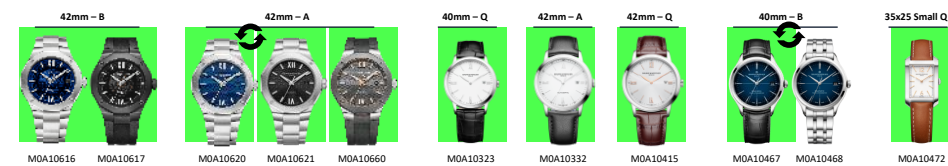
Riviera



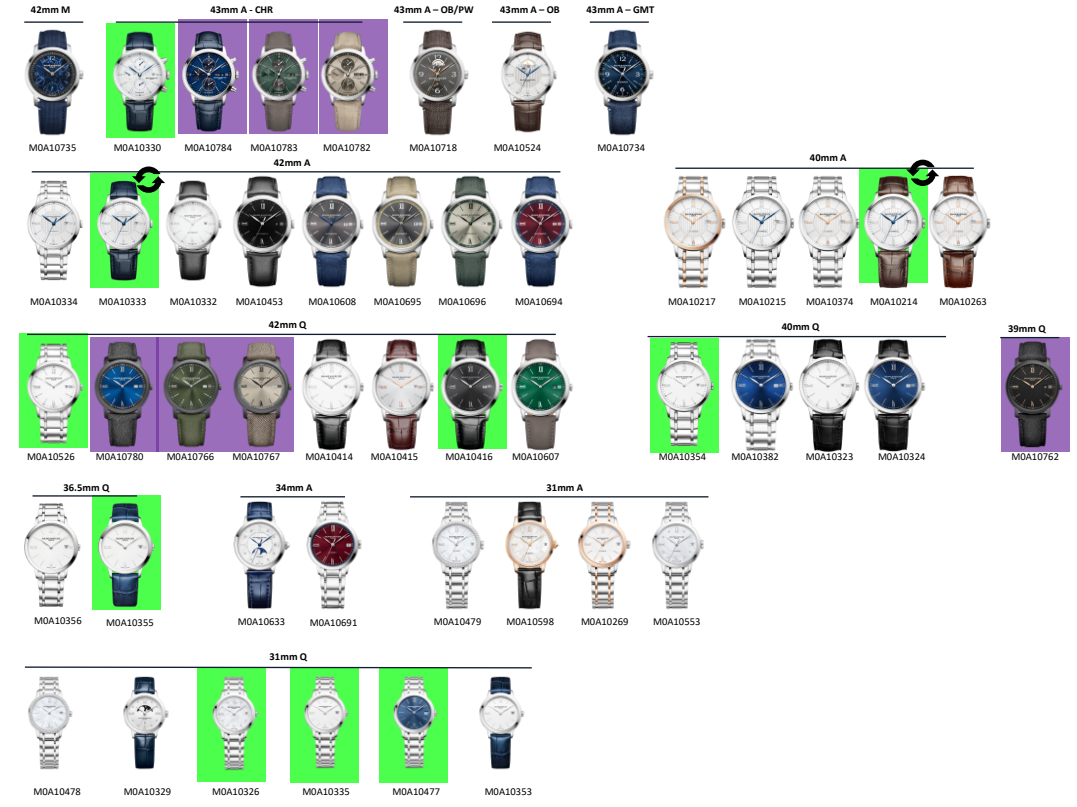
Clifton



Always On



Classima Men

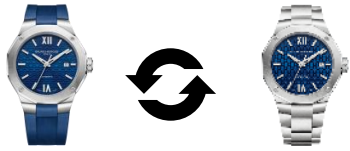


Classima Lady



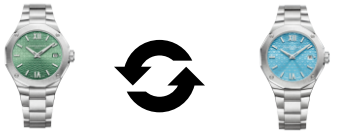
Φ ALTERNATIVE

Riviera



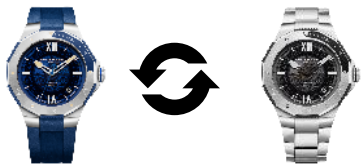
M0A10619

M0A10620



M0A10683

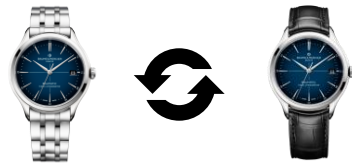
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M0A10716

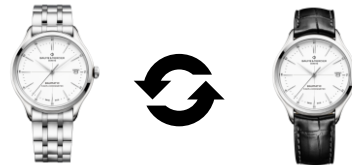
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Clifton



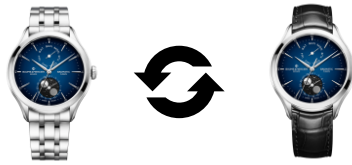
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M0A10467



M0A10505

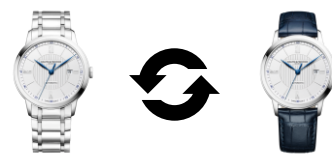
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M0A10725

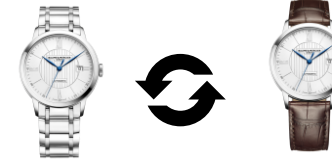
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Classima



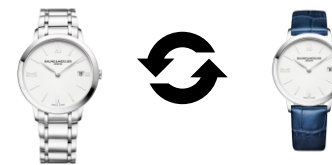
M0A10334

M0A10333



M0A10215

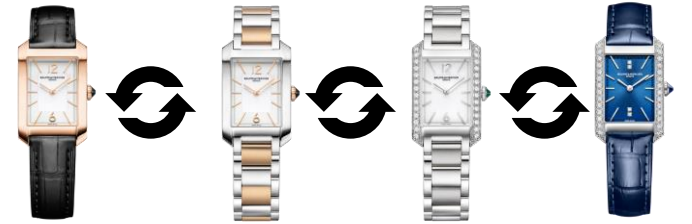
M0A10214



M0A10356

M0A10355

Hampton



M0A10752

M0A10751

M0A10631

M0A10709



05.

VISUAL
MERCHANDISING

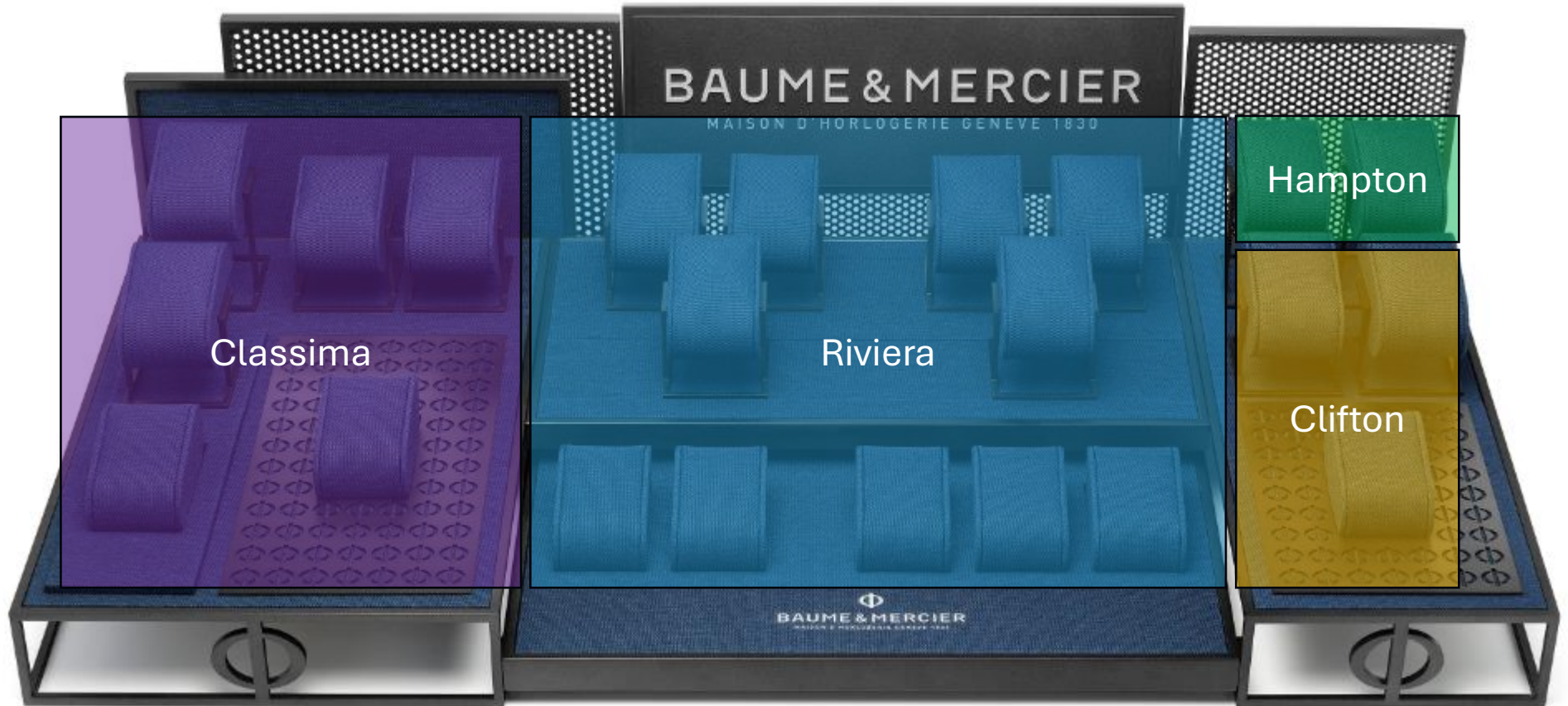


Φ 1x INCOUNTER DISPLAY M
22 PIECES

Men
Higher price



Ladies
Entry price



Φ 1x INCOUNTER DISPLAY M
22 PIECES

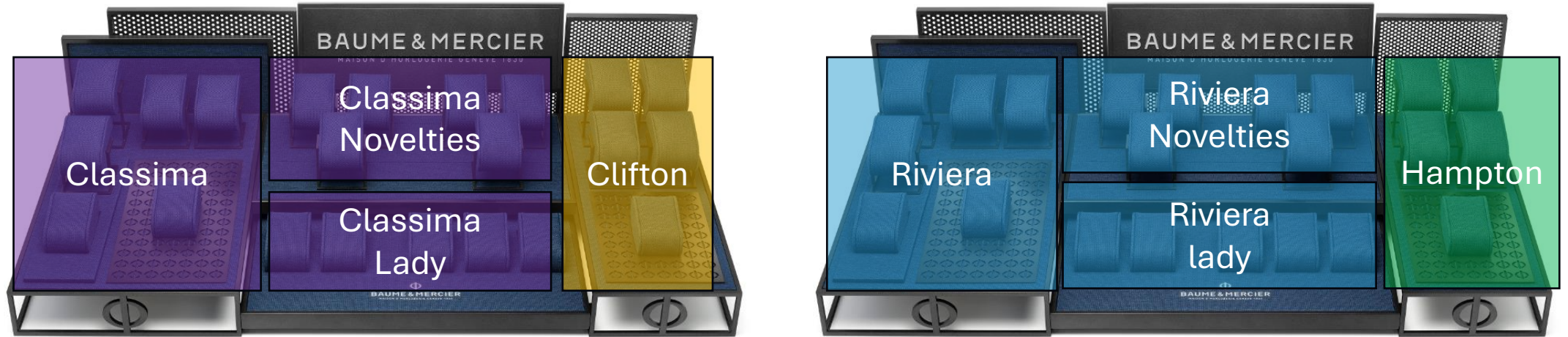


Φ 2x INCOUNTERS DISPLAY M
44 PIECES

Men



Entry price



Φ 2x INCOUNTER DISPLAY M
44 PIECES

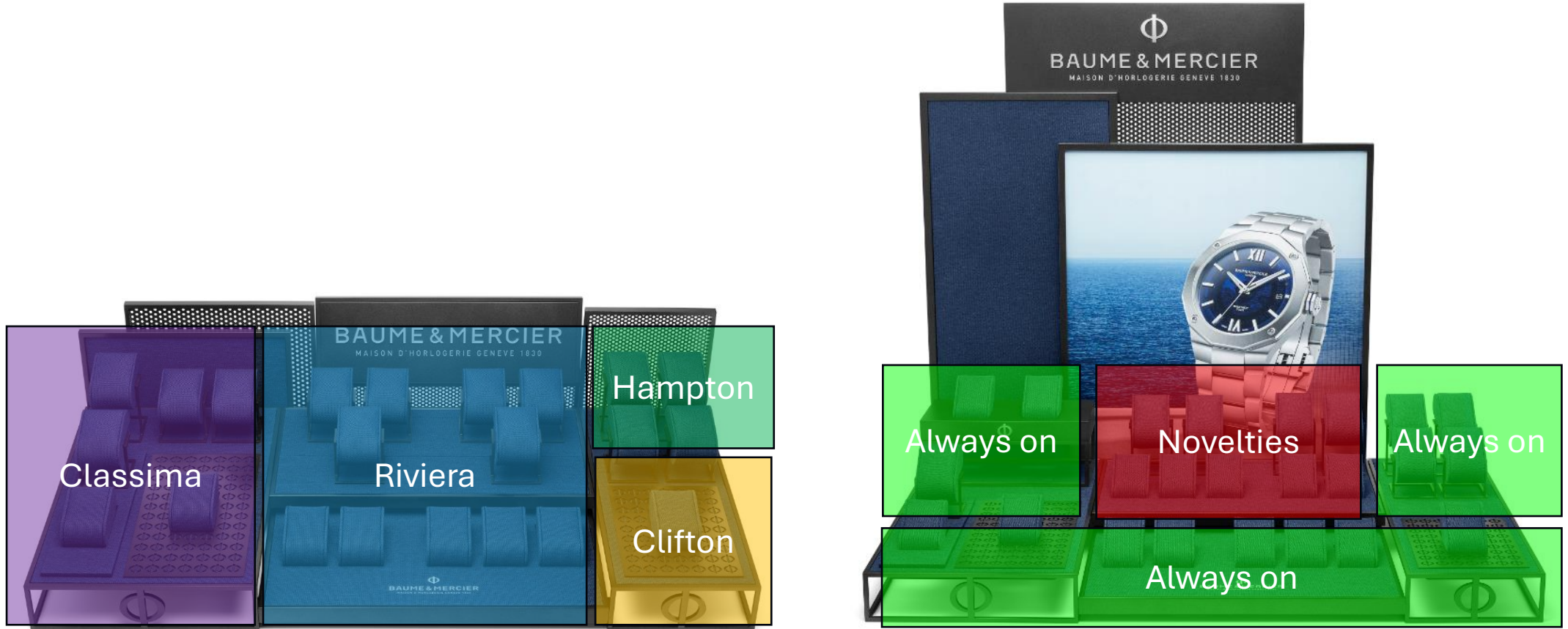


Φ 1x INCOUNTER DISPLAY M + 1x WINDOW DISPLAY M
46 PIECES

Men
Higher price



Ladies
Entry price



Φ 1x INCOUNTER DISPLAY M + 1x WINDOW DISPLAY M
46 PIECES



Φ 1xWINDOW DISPLAY M
24 PIECES

Men
Higher price



Ladies
Entry price



Φ 1xWINDOW DISPLAY M
24 PIECES





Baume & Mercier

NEW CORPORATE
DISPLAYS
&
VISUAL MERCHANDISING
GUIDELINES



September 2024

Geneva - Switzerland