

Ernest Jones Announces The Launch Of Baume & Mercier Watches



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Ernest Jones, the Diamond and Watch specialist has launched a collection of Baume & Mercier watches, offering consumers the chance to buy the high quality Swiss Made timepieces on the high street and online.

The selections of watches are crafted in steel or gold and in styles to suit both men and women. The collections available at [Ernest Jones](#) include the Classima Executive, which reinterprets Baume & Mercier watch-making tradition using mechanical movements enriched with small embellishments and refined finishes, and the Riviera collection, which revolutionised watch-making with a dodecagonal case. Ernest Jones also features the refined rectangular Diamant and Hampton ranges which offer a blend of elegance and modern design.

Also available at Ernest Jones is the iléa collection, a feminine range with sensual curves and flowing lines.

Founded in Switzerland in 1830, [Baume & Mercier](#) is a luxury watch brand that combines the finest watch making traditions with contemporary design and high quality components. In keeping with its



pursuit of excellence, all Baume & Mercier watches bear the Swiss Made label and feature signed and numbered case backs. All movements are accredited by the Richemont Group. Baume & Mercier uses only stainless steel or 18ct gold bracelets and genuine alligator straps and all watches in these collections are water resistant with a two year international warranty.

Contemporary, classic and modern [Baume & Mercier watches](#) offer a unique style that reflects the taste and requirements of an aesthetically minded clientele. By valuing innovation, creativity and authenticity Baume & Mercier manufacture quality, first-class watches that are among the finest in watch making.

About Ernest Jones: The Diamond and Watch Specialist

Celebrating 60 years as the nation's leading high street Diamond and Watch Specialist, Ernest Jones, has over 200 stores and a retail website at www.ernestjones.co.uk. Featuring a wide range of leading brand [watches](#) and high quality jewellery, Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest speciality retail jeweller.

From modest beginnings in 1949, Ernest Jones has grown from a single store in London's Oxford Street to the a highly reputable national chain - bringing to suburban and provincial locations the quality, range, presentation and high standard of customer service once only available in London's West End.

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