



**BARONCELLI
HERITAGE**

M027.207.36.260.00 & M027.407.36.260.00

A pair of slim, elegant timepieces to mark the 40th anniversary of the Baroncelli

A tribute to classic watchmaking traditions and elegance, the Baroncelli Heritage range was created to celebrate the 40th anniversary of the collection. These two new models reveal a magnificent grained ivory dial protected by an ultra-thin round case – measuring just 6.85 mm thick for the women’s model and 6.95 mm for the men’s model – in polished rose PVD-treated steel. This exceptional slimness makes them some of the thinnest timepieces on the market. In addition, these two models are fitted with an elaborate automatic movement demonstrating Mido’s watchmaking expertise. Their elegant and harmonious curves will captivate all couples wishing to share the most magical moments of a life together with a unique timepiece on their wrists.

The Baroque-influenced, neoclassical style of Milan’s Galleria Vittorio Emanuele II expresses the true refinement of traditional Italian architecture. Its softly curved sophistication inspired Mido to create the Baroncelli. The subtle references to this prestigious building and its harmonious curves imbue this iconic collection with a rare elegance and a resolutely timeless style to mark its 40th anniversary in 2016.

Creating paired models is a tradition at Mido, which has been revived by these new Baroncelli Heritage watches. With their extraordinarily pure lines, these two timepieces embody the excellence of the brand’s watchmaking expertise and its commitment to classic watchmaking traditions. They reveal a magnificent grained ivory dial protected by an extremely thin round case. This exceptional slimness – 6.85 mm for the women’s model and 6.95 mm for the men’s model – makes the Baroncelli Heritage one of the thinnest watches on the market. The dial features the *Baroncelli Heritage* logo at 6 o’clock, while the date can be read in an aperture at 3 o’clock. The extreme refinement of this model is also reflected in its subtle details, such as the double-sided hours and minutes hands: one side is sandblasted, the other diamond-cut. The seconds hand, meanwhile, is crafted from blued steel in accordance with the greatest watchmaking traditions. All three can be admired through a sapphire crystal treated with an anti-reflective coating on both sides, which protects the dial. The elegant and harmonious curves of the Baroncelli Heritage will captivate all couples wishing to share the most magical moments of a life together with a unique timepiece on their wrists.

The Baroncelli Heritage is fitted with a latest-generation automatic movement and is protected by a polished rose PVD-treated steel case measuring 33 mm in diameter for the women’s model and 39 mm for the men’s model. Enthusiasts of fine watchmaking mechanics will endlessly admire the finely decorated automatic movement, which features blued screws and an oscillating weight adorned with Geneva stripes and the Mido logo, through the transparent case back. The latter is protected by a sapphire crystal ensuring perfect readability. Water-resistant up to a pressure of 3 bars (30 m/100 ft), these two Baroncelli Heritage models are fitted with a semi-matt black genuine calf leather strap with crocodile look and a rose PVD-treated stainless steel pin buckle, which adds an extra touch of classicism.

Several other versions are also available in this range.

TECHNICAL INFORMATION

Movement	Automatic Mido 1192 (ETA 2892A2 base), 11½", Ø25.60 mm, height: 3.60 mm, 21 jewels, 28,800 A/H, NIVAFLEX NM mainspring, NIVAROX II balance-spring. Finely decorated and elaborate movement with blued screws, decorated oscillating weight with Geneva stripes and Mido logo. Functions HMSD. Adjusted on 4 different positions for a high accuracy. Min. 42 hours of power reserve.
Case	Polished stainless steel 316L with rose PVD treatment, 3 pieces, sapphire crystal with an anti-reflecting treatment on both sides, transparent case back with sapphire crystal to see the finely decorated and elaborate movement, engraved serial number, water-resistant up to a pressure of 3 bar (30 m / 100 ft) Lady : Ø33 mm, exceptional thickness: 6.85 mm Gent : Ø39 mm, exceptional thickness: 6.95 mm
Bracelet	Semi-matt black genuine calf leather strap with crocodile look, stainless steel with rose PVD treatment pin buckle.
Dial	Ivory, grained, <i>Baroncelli Heritage</i> logo at 6 o'clock, date at 3 o'clock.
Hands	Double-sided hour and minute hands (one side sandblasted, one side diamond-cut), blued steel seconds hand.

MIDO

Founded in Switzerland in 1918 by Georges Schaeren, Mido is today based in the city of Le Locle, in the heart of the Swiss Jura mountains. The name Mido comes from the Spanish "Yo mido", meaning "I measure".

Timelessness is a mark of true design.

Mido's philosophy combines aesthetics, authenticity and functionality. The refined, understated designs of Mido timepieces endow them with a resolutely timeless quality. Beyond fashion and passing trends, Mido watches are thus distinguished by their durability. Mido shares these essential values with iconic and historic architectural glories. Cutting-edge technical innovations, mechanical movements known for their excellence and high-quality materials are the three pillars on which the brand's unique expertise rests. For nearly a century, Mido has been a global benchmark in Swiss-made mechanical watches.

Mido watches are available from 2,600 official retailers in 60 countries. The brand is part of the Swatch Group, the world leader in watchmaking.