

# MIDO®

SWISS WATCHES SINCE 1918

MIDO Press release

## **MIDO CELEBRATES ITS 100TH ANNIVERSARY IN SINGAPORE And launches its new participative campaign: #CreateYourMido**

(23 November 2018, Singapore) After stopovers in Shanghai, Taipei and Mexico City, among others, [Mido](#) celebrated its 100<sup>th</sup> anniversary in Singapore on the theme of "Past, present, future". An event in the form of an ode to women held on 22 November 2018 in the exceptional architectural setting of ArtScience Museum at Marina Bay Sands. Designed like a journey, the event enabled the numerous guests to travel firstly into Mido's past through a selection of historic women's watches. In the space dedicated to the brand's present day, they witnessed the unveiling of the new Baroncelli Lady Day watches, with the accent on the [Baroncelli Lady Day & Night](#), a model featuring three easily interchangeable straps. The highlight of the evening was the presentation of the future of Mido with a breathtaking performance revealing the new women's collection – Rainflower – and the launch of the new [#CreateYourMido](#) participative campaign, opened by internationally renowned model Romee Strijd, the first person to create her own [Rainflower](#) model on the [rainflower.midowatches.com](#) website. Mido fans have two months to follow Romee Strijd's example and create the Rainflower of their dreams. The four selected models will be revealed to the public on 21 March 2019. This collection is in pure Mido tradition with its architectural inspiration. Its name is a delicate, subtle reference to ArtScience Museum, especially its distinctive shape in the form of an open lotus flower. The launch of the first four pieces in the [Rainflower](#) collection is scheduled for May 2019.

### **An unforgettable evening in an exceptional setting**

For this especially feminine element of the brand's 100<sup>th</sup> anniversary celebrations, Mido decided to think big. Firstly with its choice of setting for this event held on 22 November 2018. ArtScience Museum's striking lotus-inspired building, is a true architectural manifesto for sustainability. The museum's roof harvests rainwater and recycles it for use in the day-to-day operation of the building.

It was here in the heart of this extraordinary structure that Mido's CEO, Franz Linder, welcomed his guests to this original evening party that paid tribute to women, presenting the historic models that the brand had created for them since its inception in 1918, and launched the new Baroncelli Lady Day. The evening culminated in the launch of the [rainflower.midowatches.com](#) participative campaign, which featured Romee Strijd as the first participant and which will, in 2019, give rise to the new Rainflower collection, embodying the future of the brand.

### **Mido for women, yesterday, today and tomorrow**

Designed as a journey within ArtScience Museum, the event invited its numerous guests to travel into the past, present and future of Mido.

On arrival, guests were introduced to some of the iconic women's watches that have written the history of Mido in the last century. After passing through a tunnel illuminated with orange light, they discovered the new Baroncelli Lady Day, the brand's expression of the present. Created by Mido for its 100<sup>th</sup> anniversary, and launched at this exceptional event, one of the timepieces in this family is designed to accompany every form of female audacity. For work, shopping or evening, the three easily-interchangeable straps of the Baroncelli Lady Day & Night lend it as many faces as nuances.

The future, the highlight of the event, was presented in the building's central atrium with a magical show on the theme of water. In this poetic, meditative performance, dancers appeared as if from nowhere to execute a lavish choreography in a shower of rain to introduce the new Rainflower collection.

## Rainflower: a new collection to outline the radiant future of Mido

After this dazzling performance, Franz Linder gave an address to emphasize how Mido has never ceased to plan for the future, given impetus since 1918 by the visionary power of its founder, Georges Schaeren. "It was impossible not to look to the future during this extraordinary year of celebrations. A future which now takes the form of a new women's collection of automatic watches that I am especially delighted to announce today in Singapore. It is in pure Mido tradition with its architectural inspiration. It is named Rainflower, in a delicate, subtle reference to ArtScience Museum, especially its distinctive shape in the form of an open lotus flower. The launch of the first models in this permanent collection is scheduled for May 2019."

## Create your own Mido Rainflower: the international [#CreateYourMido](#) participative campaign

A first Mido Rainflower "concept watch" was unveiled exclusively to guests attending the party, and Romee Strijd, internationally renowned model and Victoria Secret's Angel since 2014, set the major [#CreateYourMido](#) participative campaign in motion. As of today, she invites all fans of the brand to visit the [rainflower.midowatches.com](http://rainflower.midowatches.com) mini-website to choose from the various case treatments, straps, dials and colours of the precious stones to create their own Rainflower. On this site, participants can create the timepiece of their dreams and share it on social media for the chance to win a trip for two to Singapore or one of ten Rainflower watches. The four selected pieces will be unveiled on 21 March 2019 and the launch of this new permanent collection is scheduled for May 2019.

The beautiful Romee Strijd, the first participant in the participative campaign, paid Mido the extraordinary compliment of creating her own Rainflower and wearing it for the first time during the event. A glittering, refined model, revealing a white, grained-finish dial set with three green tsavorites at 3, 9 and 12 o'clock and protected by a steel case with rose-gold PVD treatment, the watch will be produced in a limited edition of 500 pieces, and will be available, like the rest of the collection, from May 2019. With her own model on her wrist, she demonstrated how to create your own watch, as she launched the [www.rainflower.midowatches.com](http://www.rainflower.midowatches.com) participative campaign.

## Rainflower, inspired by ArtScience Museum

With its white petals open to the Singapore sky, ArtScience Museum seems to float above the water. Its lotus shape and resolutely modern, pure design were the inspiration for Mido's Rainflower collection. Rainwater is collected on the roof of the building and channelled for re-use. Sustainability thus lies at the heart of the architectural icon, echoing Mido's timepieces, designed to defy the passage of time. It was this characteristic of the building that inspired the brand to choose the name Rainflower for this women's collection. Pure lines, gentle curves and an evocation of the splendour of the plant world are points that the Rainflower collection shares with this sublime building.

[www.midowatches.com](http://www.midowatches.com)

### MIDO 100 ANS

Georges Schaeren chose to found Mido on 11 November 1918, on the same day as the Armistice. Since this symbolic date, Mido has continued to look towards the future with confidence, sustained by the visionary strength of its founder. In 2018, the brand is celebrating its 100th anniversary by continuing along the path set out by Georges Schaeren. This exceptional year will be punctuated by new timepieces that will reaffirm the values that have been an essential part of Mido's DNA for a century: timeless design, quality materials and technical innovation.

Today, Mido is based in the town of Le Locle in the heart of the Swiss Jura mountains. The name Mido comes from the Spanish "Yo mido", meaning "I measure ».

Since its inception, Mido's philosophy has combined innovation, aesthetics and functionality. The brand shares these essential values with some iconic architectural glories from which it draws inspiration for its collections. Cutting-edge technology, automatic movements renowned for their excellence and high-quality materials are the three pillars on which Mido's unique expertise rests. In addition, 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.

For a century, Mido has been a global benchmark in Swiss-made mechanical watches.

Mido watches are available from 2,700 official retailers in 70 countries. The brand is part of the Swatch Group, the world leader in watchmaking.

**BARONCELLI**  
**LADY DAY & NIGHT**  
**M039.207.16.106.00**

**Une montre : trois styles**

Discreet, elegant or provocative, the new [Baroncelli Lady Day & Night](#) is designed to complement every form of female audacity. For work, shopping or evening, its three easily interchangeable straps adapt to any occasion. The Baroncelli Lady Day & Night offers three different styles in a single watch, with semi-matt black leather, glossy lacquered red leather or grey satin-look fabric. Its perfectly round steel case reveals a magnificent white mother-of-pearl dial surrounded by a grained white flange. Echoing this shimmering centre, the three diamonds placed at 3, 9 and 12 o'clock give this model extraordinary radiance to suit any mood. These refined aesthetics conceal the Caliber 80, a latest-generation automatic movement which offers up to 80 hours of power reserve. Its exceptional autonomy frees the mind from worrying about the passing time. With its delicate design and gentle curves, the Baroncelli Lady Day & Night becomes a constant companion on the wrist, both day and night.

**TECHNICAL INFORMATION**

Movement	Mido Caliber 80 automatic (ETA C07.611 base), 11½", Ø25.60 mm, height: 4.74 mm, 25 jewels, 21,600 vibrations per hour, ELINFLEX mainspring, ELINCHRON II balance-spring. Finely decorated Elaboré-grade movement, oscillating weight decorated with Geneva stripes and Mido logo. Functions: HMSD. Adjusted on 3 different positions for high accuracy. Up to 80 hours of power reserve.
Case	316L stainless steel, Ø33 mm, 3 pieces, sapphire crystal with anti-reflective treatment on both sides, finely decorated Elaboré movement visible through the transparent case back, engraved serial number, water-resistant up to a pressure of 5 bars (50 m / 165 ft).
Strap	<ul style="list-style-type: none"><li>- Semi-matt black crocodile-look genuine leather,</li><li>- Glossy lacquered red crocodile-look genuine leather,</li><li>- Grey satin-look technical fabric</li></ul> Each strap is fitted with a folding clasp in 316L stainless steel, and is easily interchangeable.
Dial	White mother-of-pearl, grained white flange featuring polished applied indexes with rose-gold PVD treatment, 3 diamonds (totalling 0.051 ct), date at 6 o'clock.
Hands	Double-sided hour and minute hands (one side sandblasted, one side diamond-cut), flat diamond-cut seconds hand.

