

MIDO®

SWISS WATCHES SINCE 1918

MIDO & RED BULL CLIFF DIVING

About Jonathan Paredes

OCEAN STAR DECOMPRESSION WORLDTIMER

Irresistible retro look



MULTIFORT TV BIG DATE
INSPIRED BY
NEW VISIONS

EDITORIAL



Welcome to the latest issue of the MIDO magazine, which gives you all the latest information about our brand, our activities and, above all, our collections.

Inside you will discover our latest creations, as well as some of our most iconic, bold and striking models. You will also be able to appreciate our watchmaking expertise, which has been our major asset for over 100 years. Cutting-edge technology, the best materials and high-end finishes:

This expertise is combined with innovative yet timeless designs and features.

Finally, we will introduce the personalities who embody the MIDO brand, and with whom we are proud to partner. Take a leap into extreme sports such as cliff diving, where precision and performance are reflected in the technological prowess of our Ocean Star models.

We hope you all enjoy reading this issue!


FRANZ LINDER
CEO, MIDO



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EXPERTISE & UNIQUENESS SINCE 1918

Swiss watchmaker Georges Schaeren founded MIDO in 1918.

The name MIDO – derived from “yo mido” meaning “I measure” in Spanish – expresses a deep attachment to the measurement of time. Sustained by its founder’s visionary strength, the brand continues to combine watchmaking expertise, innovation, functionality and aesthetics.

IT'S ALL ABOUT INSPIRATION!

INSPIRATION IS WHAT DRIVES US TO BE DIFFERENT AND CONTINUOUSLY STRIVE FOR EXCELLENCE. AT MIDO, THIS IS OUR CONSTANT, AND IT PUSHES US TO CREATE EXCEPTIONAL, INNOVATIVE AND AFFORDABLE TIMEPIECES OF THE UTMOST QUALITY.

INSPIRED BY EXPERTISE

Cutting-edge technology, movements renowned for their precision, materials of superior quality, and original yet timeless designs, are the pillars of MIDO’s unique know-how. The brand draws on its expertise to proudly showcase mechanical and aesthetic features, that meet the highest standards of Swiss watchmaking, and to make high-end quality affordable.

INSPIRED BY PRECISION

MIDO’s watches are fitted with latest-generation automatic movements, with impressive power reserves and excellent resistance to magnetism. All chronometer models house calibres subjected to rigorous testing by the Contrôle Officiel Suisse des Chronomètres (Official Swiss Chronometer Testing Institute) and are therefore COSC-certified.

INSPIRED BY INNOVATION

Since value lies in the smallest details, MIDO selects the best materials and applies high-end finishes and decorations to its dials and calibres. This technological performance is joined by original yet timeless designs with sleek lines. Beyond fashion and passing trends, MIDO watches stand out for their reliability, resistance and durability.

JOIN US IN THIS NEW VISION WHERE
THE HORIZON IS LIMITELESS!

DISCOVER THE MIDO COLLECTION AND
FIND A TIMEPIECE THAT REFLECTS YOUR UNIQUE
IDENTITY AND PERSONAL INSPIRATION...

OUR HISTORY



1918

Founding of the MIDO G. Schaeren & Co. AG watch factory in Solothurn by Georges Schaeren on 11th November 1918. From the outset, the name "MIDO" – from the Spanish "yo MIDO" (I measure) is synonymous with technical innovation and timeless design.

1920s

A design-oriented decade including the famous car radiator watch.



1930s

Launch of the Multifort, the first anti-magnetic, water-resistant, anti-shock and self-winding watch. The Aquadura system is invented.



1940s

Walter Schaeren, son of the founder, was a pilot in the Swiss Air Force, and later President of MIDO. Development of numerous pilot's watches. Launch of the famous Multi-Center Chronograph pilot's watch.



1950s

Invention of the Powerwind system. The legendary "MIDO Ocean Star" – now known as the Commander – with its single piece case ("monocoque") is launched.



1960s

Launch of the "Mini MIDO", the world's smallest series-produced automatic watch. MIDO watches are sold in 111 countries.



1970s

MIDO produces 29,074 officially certified Chronometer movements in one year, ranking second in the Swiss watch industry. The quartz revolution is born. Launch of the Baroccelli collection with its classic, timeless curves.



1980s

Tennis World Champion Björn Borg becomes a MIDO ambassador.



1990s

MIDO invents two high-tech watches: the Bodyguard with an alarm and the Worldtimer with automatic time-zone adjustment.



2000

MIDO returns its focus to automatic watches of timeless value.



2002

Launch of the All Dial collection whose design is directly inspired by the Colosseum in Rome.



2008

Creation of the Belluna collection which draws its inspiration from the geometric shapes of Art Deco architecture.



2014

Launch of MIDO automatic Calibers 60 and 80, featuring 60- and 80-hour power reserves respectively.



2018

This exceptional year is punctuated by the arrival of new timepieces that reaffirm MIDO's values: timeless design, high-quality materials and technical innovation.



2020

The limited-edition Ocean Star Decompression Timer 1961 is as successful as the historic timepiece it honours, and one of the most sought-after collector's pieces, with all 1961 models selling in just a few weeks.



2019

To celebrate the 75th anniversary of the Ocean Star Collection, MIDO signs a partnership with the Red Bull Cliff Diving World Series. Both share the same passion and ambitions: to continually excel and innovate in the pursuit of perfection.



2022

MIDO celebrated 20 years of close ties with architecture and the unique watchmaking aesthetic it has inspired. Five limited editions from its flagship collections were launched during this year, each paying homage to their own monument.

TO BE CONTINUED...

OCEAN STAR

PERFORMANCE & RELIABILITY

OFFERING ULTRA-HIGH PERFORMANCE AND EXCEPTIONAL WATER RESISTANCE, THE OCEAN STAR IS THE PERFECT PARTNER FOR DEEP MARINE ADVENTURES.

OCEAN STAR 36.5

A REFINED LOOK

MIDO presents the captivating Ocean Star 36.5 with a new diameter to fit any wrist. This sixties-inspired diver's watch – a sporty yet chic model – has been designed for intrepid explorers and the most elegant sun-worshippers alike.



1 - M026.207.11.041.00
CALIBER 80



2 - M026.207.11.051.00
CALIBER 80



3 - M026.207.37.056.00
CALIBER 80



OCEAN STAR DECOMPRESSION WORLDTIMER

VINTAGE CHARM & CUTTING-EDGE TECHNOLOGY

An irresistible high-performance piece, the Ocean Star Decompression Worldtimer inspires modern travellers to ride on the success of a sixties MIDO legend.

SPECIAL EDITIONS
WITH INTERCHANGEABLE STRAP



4 - M026.829.17.041.00
CALIBER 80



5 - M026.829.17.051.00
CALIBER 80



INSPIRED BY
NEW HORIZONS

OCEAN STAR TRIBUTE

FOR VINTAGE AFICIONADOS

Launched in 1944, the Ocean Star family epitomises MIDO's watchmaking ethos, showcasing the ultra-high performance water-resistance system used in its timepieces. While the retro design pays tribute to the brand's glorious past, the automatic movement that powers these two Ocean Star Tributes anchors them firmly in the present.

SPECIAL EDITIONS
WITH INTERCHANGEABLE FABRIC STRAP



6 - M026.830.11.041.00

CALIBER 80



7 - M026.830.11.051.00

CALIBER 80



8 - M026.830.17.421.00

CALIBER 80





9 - M042.430.17.041.00
CALIBER 80



OCEAN STAR GMT

CROSSING THE SEAS

For adventurers who dream of crossing the seas, MIDO has expanded its Ocean Star collection with a version equipped with the highly practical GMT function. It clearly displays the time in two different time zones: home time and local time.

The back of the timepiece – fitted with the Caliber 80, which offers a breathtaking power reserve of up to 80 hours – features engraved time-zone indications. The extremely easy-to-use GMT function offers twice as much freedom for those who are either enjoying some time by the ocean or on an adrenaline-fueled adventure.

LEGIBLE, EFFICIENT AND PRACTICAL UNDER ALL CONDITIONS, THE OCEAN STAR GMT OPENS UP A WORLD OF VOYAGES AND NAUTICAL DISCOVERIES.



13 - M026.629.17.051.00
CALIBER 80



14 - M026.629.11.051.01
CALIBER 80



OCEAN STAR 200C

HIGH-PERFORMANCE CERAMIC

MIDO is bringing ceramic - one of the most outstanding materials in watchmaking - to the unidirectional rotating bezel of its sporty Ocean Star 200C.

14

15



10 - M042.430.11.091.00
CALIBER 80



11 - M042.430.21.051.00
CALIBER 80



12 - M042.430.44.051.00
CALIBER 80



SPECIAL EDITION
WITH INTERCHANGEABLE FABRIC STRAP



15 - M026.629.11.041.00
CALIBER 80





Jonathan Paredes. Credit: Dean Tremi, Red Bull Content Pool

OCEAN STAR CHRONOMETER 600

MIDO's Ocean Star Chronometer 600 epitomises the MIDO X Red Bull Cliff Diving partnership. Superlative in every way, this extraordinary diving watch combines high precision and unfailing reliability. Water-resistant up to a pressure of 60 bar, shock-resistant and perfectly legible even in the darkness of the sea depths, the Ocean Star Chronometer 600 is the diving watch par excellence!

SPECIAL EDITION
WITH INTERCHANGEABLE RUBBER STRAP



16 - M026.608.11.041.01
CHRONOMETER - CALIBER 80



17 - M026.608.33.051.00
CHRONOMETER - CALIBER 80



INSPIRED BY PERFORMANCE

MIDO x RED BULL CLIFF DIVING

EXTREME PRECISION, PERFORMANCE, AND PURE AESTHETICS: MIDO AND RED BULL CLIFF DIVING WERE MADE FOR EACH OTHER. THE WATCHMAKING BRAND AND THE SPORTING EVENT SHARE THE SAME PASSION AND AMBITIONS: TO SURPASS THEMSELVES AND CONTINUALLY INNOVATE IN ORDER TO ACHIEVE PERFECTION.

Find out more about Red Bull Cliff Diving: www.redbullcliffdiving.com



Jonathan Paredes. El Nido. Credit: Dean Tremi, Red Bull Content Pool



Jonathan Paredes. Credit: Dean Trembl, Red Bull Content Pool

Jonathan Paredes

Mexico's Jonathan Paredes, 34, a top-flight diving athlete, is without doubt one of the most graceful and technical divers in the Red Bull Cliff Diving World Series, which takes place every year in 7-9 exceptional destinations.

Jonathan made his first appearance in 2011, and a meteoric rise followed:

ranked 4th in 2013, 3rd in 2015 and 2nd in 2016, he finally claimed the Red Bull Cliff Diving World Series King Kahekili trophy in 2017.

One title, three victories and 21 podiums represent the spoils of his career in the Red Bull Cliff Diving World Series. After an injury that

prevented him from taking part in the entire 2021 season, Paredes returned to the top flight in 2022, finishing several times in the top five – a performance that bodes very well for his future high diving career.



Jonathan Paredes. Credit: Dean Trembl, Red Bull Content Pool

MULTIFORT

PRECISION & STRENGTH

THE ULTRA-PRECISE AND ROBUST MULTIFORT DEFIES TIME AND THE ELEMENTS THANKS TO THE WATCHMAKING EXPERTISE THAT MIDO HAS BEEN PERFECTING SINCE 1934. ITS STRENGTH OF CHARACTER IS COMBINED WITH THE OUTSTANDING PRECISION OF THE LATEST-GENERATION AUTOMATIC MOVEMENT, AND BOASTS ULTIMATE RESISTANCE TO SHOCKS AND MAGNETISM. A BOLD, RUGGED SPORTS PIECE FORGED FROM THE BEST MATERIALS, THE MULTIFORT IS THE MODEL TO TAME TIME.

MULTIFORT M

A MAXIMUM OF ENERGY!

MIDO has given the powerful aesthetic of the Multifort fresh momentum by introducing an original vertical satin-finished dial. A bold look that is masterfully paired with a robust, high-tech mechanism.



18 - M038.430.11.031.00
CALIBER 80



19 - M038.430.11.051.00
CALIBER 80



20 - M038.430.17.081.00
CALIBER 80



21 - M038.430.17.041.00
CALIBER 80



MULTIFORT M CHRONOMETER

INSPIRED BY PRECISION

The perfect expression of its watchmaking mastery, MIDO presents the Multifort M Chronometer with a silicon balance-spring movement, tested and certified by the COSC (Contrôle Officiel Suisse des Chronomètres – Official Swiss Chronometer Testing Institute). This model is distinguished by its exceptional quality, which far exceeds the usual standards.



22 - M038.431.11.097.00
CHRONOMETER - CALIBER 80



23 - M038.431.36.057.00
CHRONOMETER - CALIBER 80



CALIBER 80 CHRONOMETER SILICON

Beneath its sporty exterior, the Multifort M Chronometer houses an extraordinarily precise COSC-certified automatic chronometer movement. The Caliber 80 – MIDO's flagship movement – is equipped with a silicon balance-spring, an essential component in luxury watchmaking. As well as offering increased resistance to magnetism and shocks, this balance-spring offers greater long-term accuracy than a standard balance-spring. The Caliber 80 also provides these models with exceptional autonomy: up to 80 hours of power reserve.



MULTIFORT TV BIG DATE

INSPIRED BY NEW VISIONS

Fifty years after its first appearance, the cult classic TV-shaped case has returned to MIDO's catalogue with the Multifort TV Big Date. Its dynamic and modern design is underscored by a stunning light-reflecting dial - which reveals a captivating dégradé effect - featuring a pronounced horizontal brushed finish along with its distinctive function: the BIG DATE at 12 o'clock. Behind its TV screen, the ever-reliable Caliber 80 marks the time with precision.



24 - M049.526.11.081.00

CALIBER 80



25 - M049.526.11.041.00

CALIBER 80



26 - M049.526.11.091.00

CALIBER 80



27 - M049.526.17.081.00

CALIBER 80



28 - M049.526.17.041.00

CALIBER 80





MULTIFORT SKELETON VERTIGO

A PERFECT BALANCE OF STYLE AND TECHNOLOGY

For those who seek it out, adrenaline can be found everywhere. With its sporty, technical look, the Multifort Skeleton Vertigo offers a dizzyingly robust and daring timepiece for your wrist.



29 - M038.436.11.031.00

CALIBER 80



30 - M038.436.11.061.00

CALIBER 80



31 - M038.436.36.061.00

CALIBER 80



28

29



32 - M038.436.37.051.00

CALIBER 80



MULTIFORT DUAL TIME

THE ESSENTIAL ACCESSORY FOR GLOBETROTTERS

The Multifort Dual Time has a distinctly masculine character, and is the ideal timepiece for those seeking to cross time zones with elegance and accuracy.



33 - M038.429.11.041.00

CALIBER 80



29

MULTIFORT PATRIMONY

WHEN RETRO MEETS MODERN-DAY TECHNOLOGY

Full of contrasts, the Multifort Patrimony celebrates MIDO's history and expertise. The fine sunray satin-finished domed dial is protected by an elegant round case in satin-finished and polished steel. The pulsometer scale on the edge of the dial, the box sapphire crystal protecting it and the shape of the hour and minute hands are all subtle nods to the past.



34 - M040.407.16.060.00

CALIBER 80



35 - M040.407.36.060.00

CALIBER 80



37 - M040.427.16.052.00

CALIBER 60



38 - M040.427.36.262.00

CALIBER 60



39 - M040.427.36.042.00

CALIBER 60



36 - M040.407.16.040.00

CALIBER 80



CALIBER 60

The Caliber 60 movement is exclusive to the Swatch Group, and has been developed in line with MIDO's exacting requirements. The Caliber 60 from MIDO (automatic chronograph movement ETA A05H21 and A05H31 base) provides up to 60 hours of autonomy compared to approximately 48 hours on a standard version.



MULTIFORT POWERWIND

VINTAGE CHARACTER AND PRECISION MECHANICS

A fifties-inspired piece meets impeccable timekeeping in the Multifort Powerwind, a product of MIDO's long history of watchmaking expertise. The result is full of character and style!



40 - M040.407.11.047.00

CALIBER 80



41 - M040.407.11.057.00

CALIBER 80



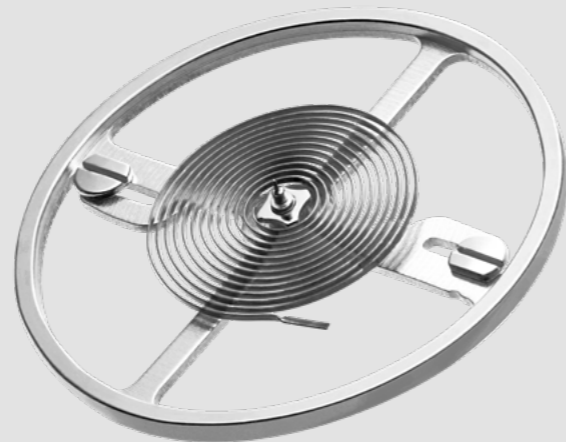
42 - M040.407.33.027.00

CALIBER 80



NIVACHRON™

Designed for precision under all conditions, these models feature the Caliber 80 with a Nivachron™ balance-spring which reduces the effect of magnetic fields as well as withstanding shocks and the effects of time.



RAINFLOWER

FINESSE & FEMININITY

WITH ITS WHITE PETALS OPEN TO THE SINGAPOREAN SKY, THE ARTSCIENCE MUSEUM SEEMS TO FLOAT ABOVE THE WATER. ITS LOTUS SHAPE AND RESOLUTELY MODERN, PURE DESIGN WERE THE INSPIRATION FOR MIDO'S RAINFLOWER COLLECTION.

RAINFLOWER

THE LUMINOUS MAGIC OF A FLOWER

By day, a fabulous lotus flower blooms across the Rainflower Night's mother of pearl. Its pure lines, which appear to float on water, are surrounded by precious diamonds. By night, its petals and their reflections are illuminated in mauve with purple accents, enigmatic and captivating.



43 - M043.207.36.106.00
CALIBER 80

Night effect





RAINFLOWER

LEAF THROUGH TIME

Whether discreet or sparkling, the dials of the various Rainflower models are all subtly decorated or engraved with a lotus flower. Spectacular pieces designed to appeal to the most enchanting of women.



44 - M043.236.11.101.00

CALIBER 80



45 - M043.236.36.101.00

CALIBER 80



INSPIRED BY ARCHITECTURE

SYMBOLISING PURITY AND INFINITY, THE LOTUS UNFURLS ITS BEAUTY ACROSS AQUATIC LANDSCAPES. WITH ITS WHITE PETALS OPEN TO THE SINGAPOREAN SKY, THE ARTSCIENCE MUSEUM SEEMS TO FLOAT ABOVE THE WATER. A SOURCE OF CREATIVITY FOR MIDO, THE CURVES OF THIS ARCHITECTURAL WONDER INSPIRED BY NATURE HAVE GIVEN RISE TO THE REFINED LINES OF THE RAINFLOWER COLLECTION DEDICATED TO WOMEN.

PURE LINES, GENTLE CURVES AND AN EVOCATION OF THE SPLENDOR OF THE PLANT WORLD DRAW PARALLELS BETWEEN THE RAINFLOWER COLLECTION AND THIS SUBLIME BUILDING.



46 - M043.207.16.131.00

CALIBER 80



47 - M043.207.36.118.00

CALIBER 80



48 - M043.207.33.106.00

CALIBER 80



COMMANDER

INNOVATION & AESTHETICS

ITS UNIQUE AND TIMELESS DESIGN MAKE IT EXQUISITELY SPECIAL: A PERFECTLY ROUND CASE OPENING ONTO A SATIN-FINISHED DIAL WITH A SLIM BEZEL, INTEGRATED CROWN AND CHARACTERISTIC HANDS AND INDEXES.

MIDO HAS BEEN PRODUCING THE COMMANDER SINCE 1959, REINVENTING IT OVER THE DECADES THROUGH CONSTANT AESTHETIC AND TECHNICAL INNOVATIONS, WHILST RETAINING ITS STRONG IDENTITY.

COMMANDER 1959

ICONIC

In 1959, MIDO launched its very first Commander, now an iconic model. It features an elegant round monocoque case with a streamlined design revealing a broad dial. These Commander models are legendary timepieces that will appeal to any lover of unique and vintage watchmaking.



49 - M8429.4.21.23



50 - M8429.3.22.23



51 - M8429.4.27.11



52 - M8429.3.23.11



COMMANDER CHRONOMETER

INNOVATION AND AESTHETICS

This Commander puts a modern twist on the iconic piece. A reliable watch combining timeless design with high-precision technology and a sunray satin-finish conveying the characteristic elegance of the Commander collection.



53 – M021.431.11.031.00
CHRONOMETER – CALIBER 80



54 – M021.431.11.041.00
CHRONOMETER – CALIBER 80



55 – M021.431.11.061.00
CHRONOMETER – CALIBER 80



COMMANDER BIG DATE

GO BIG

With the Commander Big Date collection, the brand invited people to think big with a slogan as optimistic as it is unifying: Go Big! The collection's signature – the date – is exceptionally large and legible and is displayed in an impressive window at six o'clock.



56 – M021.626.11.031.00
CALIBER 80



57 – M021.626.11.091.00
CALIBER 80



58 – M021.626.22.061.00
CALIBER 80



CALIBER 80

The Caliber 80 from MIDO (3 hands automatic movement ETA C07.611 and ETA C07.621 base) offers up to 80 hours of power reserve, twice as much as a regular caliber. This new caliber has an oscillation frequency of 3Hz (21,600 vibrations per hour). This movement is also available as a chronometer officially certified by the COSC (Contrôle Officiel Suisse des Chronomètres) for its superior accuracy.



CHRONOMETER – COSC CERTIFIED

Chronometer is the name given to a movement officially tested and certified by the COSC - Contrôle Officiel Suisse des Chronomètres - for its superior accuracy. MIDO is renowned for its wide range of certified chronometer models offered at an extremely competitive price, including a 5-year warranty.

COSC
CONTRÔLE OFFICIEL SUISSE
DES CHRONOMÈTRES



59 – M021.626.17.041.00
CALIBER 80



COMMANDER GRADIENT

SHOWCASING THE MECHANICS OF WATCHMAKING

With the Commander Gradient, MIDO dares to embrace the unexpected, showcasing a watch mechanism beneath a gradient dial that shifts from smoky to clear. Sophisticated and surprising, the latest model from this iconic collection will stand out on the wrist of anyone looking for a truly unique watch.



60 - M021.407.11.411.00

CALIBER 80



61 - M021.407.18.411.00

CALIBER 80



62 - M021.407.33.411.00

CALIBER 80



63 - M021.407.37.411.00

CALIBER 80



64 - M021.407.11.411.01

CALIBER 80





COMMANDER LADY

ULTIMATE REFINEMENT AND ELEGANCE

The iconic Commander shines with femininity. MIDO is releasing four distinctive and beautiful watches, both delicate yet full of character. With all its various adornments and tiny details, the refined face of the Commander Lady is a source of endless admiration. Subtle “tourbillon” satin-brushing or shimmering mother of pearl and sparkling diamonds imbue this sophisticated watchmaking aesthetic with a unique personality.



65 – M021.207.11.031.00



66 – M021.207.11.041.00



67 – M021.207.11.106.00



68 – M021.207.16.296.00



BARONCELLI CHRONOMETER SILICON

THE ESSENCE OF TRADITION

Clean lines and cutting-edge technology for a timepiece combining elegance and accuracy. The Baroncelli Chronometer Silicon models feature a sumptuous dial with a slate-inspired pattern.



69 - M027.208.11.036.00
CHRONOMETER - CALIBER 80



70 - M027.408.11.041.00
CHRONOMETER - CALIBER 80



71 - M027.408.36.031.00
CHRONOMETER - CALIBER 80



BARONCELLI

TRADITION & TIMELESSNESS

THE EPITOME OF A CLASSIC, THE TIMELESS BARONCELLI HAS EMBODIED THE ULTIMATE IN AESTHETIC REFINEMENT SINCE 1976. MIDO HAS DESIGNED THIS COLLECTION TO BE SOPHISTICATED AND HARMONIOUS IN EVERY TINY DETAIL.



72 - M027.408.16.061.00
CHRONOMETER - CALIBER 80



BARONCELLI HERITAGE

SUPER SLIM

Designed as a pair, the Baroncelli Heritage watches are distinguished by their lightness, slimness and the extremely pure lines of their double-sided hands and double gadroon. Fitted with an automatic movement, they are the perfect expression of MIDO's expertise. Their elegant and harmonious curves will captivate couples wishing to share the most magical moments of a life together with a unique timepiece on their wrists.



73 - M027.207.11.010.00

74 - M027.407.11.010.00

75 - M027.207.36.260.00

76 - M027.407.36.260.00



77 - M027.407.16.050.00



BARONCELLI SMILING MOON

FINE WATCHMAKING COMPLICATIONS

MIDO unveils an unprecedented interpretation of the moon phases, which are transformed into a star-studded smile on the dial of the Baroncelli Heritage Smiling Moon duo.



78 - M027.207.11.010.01

79 - M027.407.11.010.01



BARONCELLI CHRONOGRAPH MOONPHASE

A FRESH LOOK AT THE MOON

The Baroncelli Chronograph Moonphase is an ultra-refined timepiece, born of a quest for excellence, and which pushes the boundaries of elegance. Featuring a chronograph, moonphase and calendar, its display offers an array of information, both poetic and practical with understated finishes.



80 - M027.625.17.031.00

CALIBER 60



81 - M027.625.37.061.00

CALIBER 60



50



82 - M027.625.17.041.00

CALIBER 60



BARONCELLI SIGNATURE

A SIGNATURE IN THE FORM OF TIMELESS WATCHMAKING

With the Baroncelli Signature, MIDO has combined contemporary expertise and watchmaking tradition in a pair of watches with refined dials, united in timeless elegance. MIDO elevates one of its flagship models with enhanced classicism and technical reliability.



83 – M037.207.11.031.00



84 – M037.407.16.031.00



BARONCELLI SIGNATURE SKELETON

A RADIANT HEART BETWEEN TRADITION AND MODERNITY

Featuring an openworked centre, the finely sandblasted anthracite dial of the Baroncelli Signature Skeleton reveals the subtle contrast in the fascinating details of the movement. Bridges decorated with Geneva stripes, gilded gears and jewels are exposed in plays of transparency.



85 – M037.207.22.036.01



86 – M037.407.22.031.01



87 – M037.207.36.031.01



88 – M037.407.36.031.01



89 – M037.436.11.061.00



90 – M037.436.16.061.00



BARONCELLI FOR LADIES

INSPIRED BY DIAMONDS

Feminine, elegant and exclusive: each model combines timeless design and attention to detail.



91 - M037.807.11.031.00
CALIBER 80



92 - M037.807.36.031.01
CALIBER 80



93 - M007.207.36.116.00
CALIBER 80



94 - M007.207.36.291.00



54

MOTHER-OF-PEARL

Because each piece of mother-of-pearl is as unique as a fingerprint, each dial adorned with it becomes one of a kind.

Its shimmering shades range from pure white to deep midnight blue and never fail to captivate the lucky beholder.



SPECIAL EDITION
WITH 3 INTERCHANGEABLE STRAPS



95 - M039.207.16.106.00
CALIBER 80



BARONCELLI LADY TWENTY FIVE

SMALL AND CHARMING

This tiny model exudes elegance, embracing the most delicate of wrists for the ultimate in femininity. Timelessly chic, the Baroncelli Twenty Five defies the whims of fashion and is powered by a mechanical feat of technology.



96 – M039.007.11.106.00

97 – M039.007.11.046.00

98 – M039.007.22.106.00



BARONCELLI LADY & GENT

ELEGANT TIMEPIECES FOR HIM AND FOR HER

The Baroncelli Tradition honours MIDO's watchmaking heritage in its most timeless form. The harmonious lines and subtle curves confer a rare sense of both elegance and tradition on this classic collection.



101 – M7600.4.26.1

102 – M8600.4.26.1

103 – M7600.4.15.1

104 – M8600.4.15.1



99 – M039.007.11.096.00

100 – M039.007.11.336.00



105 – M7600.3.65.8

106 – M8600.3.15.8



BELLUNA

FINESSE & ELEGANCE

A MASTERPIECE OF SOPHISTICATION, THE BELLUNA EXUDES AN ELEGANCE WHICH IS SIMPLY UNIQUE. DESIGNED IN 2008, THE BELLUNA BOASTS A STUNNING DIAL WITH A GUILLOCHE-STYLE STAMPED SUNRAY MOTIF THAT REFLECTS THE LIGHT. IT IS A SUBLIME PIECE FOR DEVOTEES OF FINE WATCHMAKING.

BELLUNA ROYAL

ELEGANCE WITH A 'SO BRITISH' TWIST!

Classic? Most definitely. Yet despite its conventional exterior, the Belluna Royal is not quite what you would expect! MIDO has subtly revisited the timeless elegance of its Belluna collection, giving it a chic and rebellious new face thanks to a cushion-shaped case.



107 - M024.307.11.076.00

CALIBER 80



108 - M024.507.11.031.00

CALIBER 80



109 - M024.307.16.046.00

CALIBER 80



110 - M024.507.16.041.00

CALIBER 80



59

SPECIAL EDITION
WITH 3 INTERCHANGEABLE STRAPS



111 - M024.307.37.116.00

CALIBER 80



MATERIALS & MOVEMENTS

ONLY THE BEST MATERIALS IN THE SWISS WATCH INDUSTRY ARE USED.

All of MIDO's steel watches are made from high-quality 316L stainless steel. Coloured coatings (golden, rose, grey or black) are added using a PVD (Physical Vapour Deposition) surface treatment. MIDO also offers gold and titanium models.

Most MIDO watches feature a sapphire crystal, whose main advantages are its hardness and scratch-resistance. Certain models have a sapphire crystal with an anti-reflective treatment on both sides. This treatment on the interior and exterior surfaces helps to eliminate the reflection of light on the crystal, ensure optimum readability of the time and emphasise the aesthetic elegance of the watch.

AUTOMATIC MOVEMENTS

MIDO movements combine the full range of traditional watchmaking criteria. The models in most of the collections are equipped with a transparent case back that reveals the mechanical and aesthetic beauty of the movements. Our timepieces are equipped with an oscillating weight decorated with Geneva Stripes and the MIDO logo, guilloché or circular-grained bridges or blued screws. MIDO also offers a series of chronometers whose compliance is certified by a neutral testing body that awards official certification after rigorous testing. Each chronometer is unique and identified with a number engraved on the movement.



Stainless steel



Stainless steel + PVD



Stainless steel + Mineral



Stainless steel PVD + Mineral



Stainless steel + DLC



Stainless steel + Ceramic



Titanium



Titanium + Ceramic



Mother-of-pearl



Diamond



Precious stones



10 bar (100 m / 330 ft)



10 bar (100 m / 330 ft) + screwed crown



20 bar (200 m / 660 ft) + screwed crown



60 bar (600 m / 1968 ft) + screwed crown



Silicon balance-spring



GMT



Diameter

Swiss watchmaker Georges Schaeren founded MIDO in 1918. The name MIDO – derived from “yo MIDO” meaning “I measure” in Spanish – expresses a deep attachment to the measurement of time. Sustained by its founder’s visionary strength, the brand continues to combine watchmaking expertise, innovation, functionality and aesthetics.

Cutting-edge technology, movements renowned for their precision, superior-quality materials and original yet timeless designs are the pillars of MIDO’s unique know-how. The brand draws on its expertise to proudly showcase mechanical and aesthetic features that meet the highest standards of Swiss watchmaking, and to make high-end quality affordable. MIDO’s watches are fitted with the latest-generation automatic movements, with impressive power reserves and excellent resistance to magnetism. All chronometer models house calibres subjected to rigorous testing by the Contrôle Officiel Suisse des Chronomètres (Official Swiss Chronometer Testing Institute) and are therefore COSC-certified. Since value resides in the smallest details, MIDO selects the best materials and applies high-end finishes and decorations to its dials and calibres. This technological performance is combined with original yet timeless designs with sleek lines. Transcending fashion and passing trends, MIDO watches are distinguished by their reliability, resistance and durability.

An international name in Swiss mechanical watches, MIDO is represented by 2,700 official retailers in 70 countries and its watches are available on major digital sales platforms. The brand also has its own boutiques and e-boutiques.

MIDO is based in Le Locle, the centre of watchmaking excellence in the Swiss Jura, and belongs to the Swatch Group, the world leader in watchmaking.

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AND AUTHORISED RETAILERS AT
MIDOWATCHES.COM**



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