

MIDO®

SWISS WATCHES SINCE 1918

INSPIRED BY ARCHITECTURE

A unique leitmotiv

OCEAN STAR

Discover the watch dives collection

AMAZING ARCHITECTURE

Multifort, Parkour
and Brodie Pawson



CLIFF DIVING X MIDO

Performance and extreme precision

MAGAZINE 2021-2022

EDITORIAL



Welcome to the latest issue of the Mido magazine, created for you to find out more about our brand, our activities, and especially our collections.

Page after page, you will discover our latest creations, as well as some of our most iconic, bold and unmissable models. You will also be able to appreciate our watchmaking expertise that has been our strength for over 100 years. Cutting-edge technology, the best materials and high-end finishes: these foundations lie at the heart of every watch Mido creates.

This expertise pairs with innovative yet timeless designs and features. Key values that we share with architecture, a unique source of inspiration in watchmaking. Each of our collections is associated with an iconic monument, sharing a physical or evocative feature with it.

Finally, we will introduce the personalities who embody the Mido brand, with whom we are proud to partner. Take a leap into new sporting disciplines like Cliff Diving and Parkour, where precision and performance echo the technological prowess of our Ocean Star and Multifort COSC models.

We hope you all enjoy reading this issue!


FRANZ LINDER
CEO, Mido



TABLE OF CONTENTS



TIMELESS DESIGN SINCE 1918	4
OUR HISTORY.....	6
OCEAN STAR	8
CLIFF DIVING X MIDO	16
RAINFLOWER	18
BARONCELLI	24
COMMANDER	36
MULTIFORT	42
INSPIRED BY AMAZING ARCHITECTURE.....	48
BELLUNA	52
MATERIALS & MOVEMENTS.....	56

TIMELESS DESIGN SINCE 1918

MIDO, THE NAME OF THE SWATCH GROUP BRAND NOW BASED IN LE LOCLE IN THE HEART OF THE SWISS JURA MOUNTAINS, MEANS 'I MEASURE' IN SPANISH (YO MIDO). FROM THE OUTSET, MIDO HAS SOUGHT TO CREATE FUNCTIONAL AND DURABLE AUTOMATIC TIMEPIECES WITH ORIGINAL YET TIMELESS DESIGNS – A LEITMOTIF THAT STILL GUIDES THE SWISS WATCHMAKER IN ITS QUEST TO PRODUCE ENDURING WATCHES.



GOOD REASONS TO CHOOSE A MIDO

At Mido, every detail counts, from meticulous case design and quality finishes to optimised functionality and wearer comfort. The same applies to the high-end materials it selects. Mido equips its collections with precise and powerful movements designed by ETA, a sister company within the Swatch Group.

Sporting distinctive decorative features crafted to specifications drawn up by Mido (blued screws, personalised oscillating weights, circular-graining, etc.), these proven, reliable movements embody the mechanical prowess so critical to the brand's global success.

Mido has created a diverse portfolio of models, including: sports watches, dress watches, three-handed timepieces and complication watches for ladies and gentlemen. This variety makes for a range in which everyone will find their perfect watch.

INSPIRED BY ARCHITECTURE

This commitment to creating beautiful watches that would weather passing trends naturally chimed with a discipline that was to become one of Mido's major sources of inspiration: architecture.

High-quality materials, impeccable design, harmonious and timeless style and innovation are just some of the values Mido shares with this prestigious field, and which serve as guiding principles for all of its collections.

Each Mido collection draws its inspiration from architectural masterpieces that have made their mark on history. Whether classic or modern, with sophisticated or pure lines, iconic or simply functional, each timepiece shares a physical or evocative characteristic with the monument that inspired it.



“High-quality materials, timeless design, functionality and innovation are just some of the values Mido shares with the field of architecture.”

OUR HISTORY



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 Baroncelli collection with its classic, timeless curves.

1980s

Tennis World Champion Björn Borg becomes a Mido ambassador.



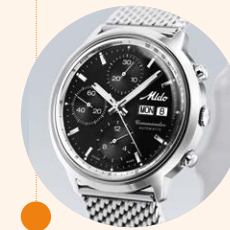
1990s

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



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.



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.



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.

2020

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



Credit: Dean Trembl-Red Bull Cliff Diving World Series

TO BE CONTINUED...

EUROPA POINT LIGHTHOUSE, GIBRALTAR

OCEAN STAR

PERFORMANCE AND RELIABILITY

JUST LIKE THE GIBRALTAR LIGHTHOUSE, THE OCEAN STAR DIVE COLLECTION IS THE ULTIMATE ALLY FOR THOSE SEEKING TO CONQUER THE OCEAN.



OCEAN STAR TRIBUTE

FOR AFICIONADOS OF VINTAGE PIECES

Launched in 1944, the Ocean Star family epitomises Mido's water-resistance expertise. While this retro design is an emphatic tribute to the brand's glorious past, the automatic movement makes these timepieces resolutely contemporary.

SPECIAL EDITIONS

WITH INTERCHANGEABLE FABRIC STRAP



1 – M026.830.11.041.00

CALIBER 80 WITH ONE INTERCHANGEABLE FABRIC STRAP



2 – M026.830.11.051.00

CALIBER 80



3 – M026.830.18.091.00

CALIBER 80



4 – M026.830.21.051.00

CALIBER 80



5 – M026.830.38.041.00

CALIBER 80



OCEAN STAR 200

ESSENTIAL COMPANIONS FOR ALL FANS OF NAUTICAL PURSUITS

Ocean Star 200 pieces combine robustness, elegance and accuracy. Water-resistant up to 20 bar (200 m/660 ft), they are equipped with the Caliber 80, a next-generation automatic movement that provides a power reserve of up to 80 hours.



6 – M026.430.11.051.00

CALIBER 80



7 – M026.430.37.051.00

CALIBER 80



8 – M026.430.44.061.00

CALIBER 80

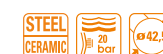


OCEAN STAR 200C



10 – M042.430.11.41.00

CALIBER 80



11 – M042.430.11.081.00

CALIBER 80



12 – M042.430.11.091.00

CALIBER 80



9 – <Sans données à partir du lien>

<SANS DONNÉES À PARTIR DU LIEN>



MIDO X RED BULL CLIFF DIVING

A HIGH-PERFORMANCE PARTNERSHIP

EXTREME PRECISION, PERFORMANCE, AND PURE AESTHETICS:
MIDO AND RED BULL CLIFF DIVING WERE MADE FOR EACH OTHER.
THE WATCH BRAND AND THE SPORTING EVENT SHARE THE SAME PAS-
SION AND AMBITIONS: TO CONTINUALLY SURPASS THEMSELVES AND
INNOVATE IN THE PURSUIT OF PERFECTION.



OCEAN STAR DIVER 600

MIDO's Ocean Star Diver 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 dark depths of the sea, the Ocean Star Diver 600 is the diving watch par excellence!

13



13 - M026.608.11.041.00

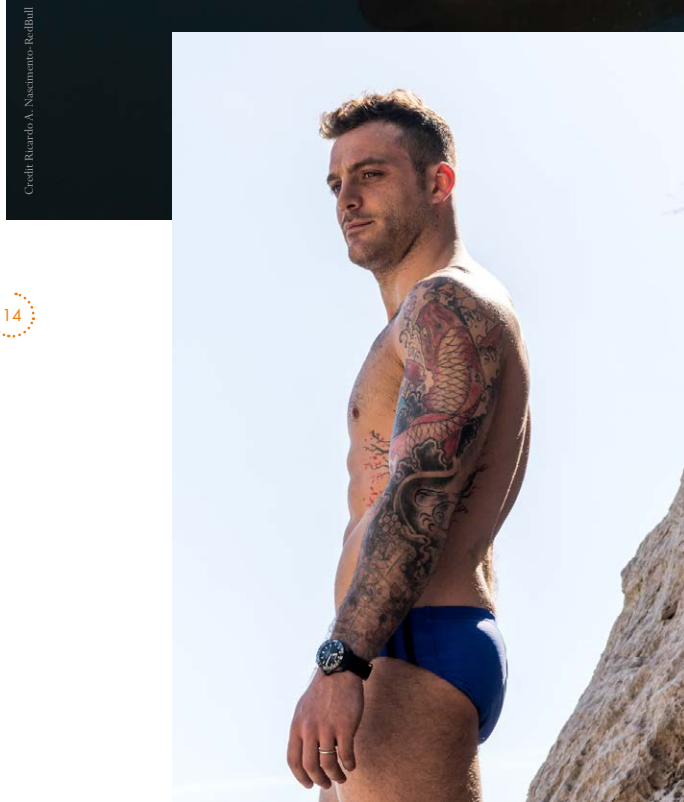
CALIBER 80



14 - M026.608.37.051.00

CALIBER 80





Alessandro De Rose

PROFESSIONAL CLIFF DIVER
AND A FRIEND OF THE MIDO
BRAND

Alessandro De Rose (ITA) was just 21 years old when he took part in his first Red Bull Cliff Diving World Series competition in 2013. Four years later, Alessandro took an overwhelming home victory in this exact same stop at Polignano a Mare. Hardworking and determined, the Italian athlete explains how mental training is important in cliff diving.

On the back of some strong performances in 2019, Alessandro De Rose returns to the fold after losing his spot at the end of 2018. By doing so, the 27-year-old becomes only the second ever athlete to reclaim permanent status after dropping out of the line-up.

“ When you are that high, the fear of getting hurt is very strong and the need to control it and turn it in something positive is mandatory. When you are able to manage the negative thoughts, you find perfect help in your preparation. ”



OCEAN STAR CHRONOGRAPH

SHAPED FOR THE SEAS

On the seas, the wildest races abide by one essential rule: speed must be perfectly controlled to master the surface of the water. One press of the pusher engages the chronometer at the start, then stops it as the finish line is crossed. The Ocean Star Chronograph also makes it possible to calculate the speed of racing boats thanks to its nautical tachymeter scale in miles.

SPECIAL EDITION

WITH INTERCHANGEABLE FABRIC STRAP



15 – M026.627.37.051.00

CALIBER 80



16 – M026.627.44.041.00

CALIBER 80



17 – M026.629.11.051.01

GMT - CALIBER 80



18 – M026.629.22.051.00

GMT - CALIBER 80



19 – M026.629.17.051.00

GMT - CALIBER 80



ARTSCIENCE MUSEUM, SINGAPORE

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.

IRRESISTIBLY ZEN AND CAPTIVATING

In blue-tinged mother-of-pearl, its center showcases a delicate lotus flower imbued with captivating, meditative charm. The serenity of the blue and the shimmering mother-of-pearl, evoking the gleam of water, are accentuated by the 8 diamonds – totalling 0.030 ct – that unfurl their magnificent radiance around the dial.



20 – M043.207.16.131.00

CALIBER 80





Inspired BY ARCHITECTURE

A FLOWER BORN FROM 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 splendour of the plant world draw parallels between the Rainflower collection and this sublime building.



Whether discreet or sparkling, the dials of the various Rainflower models are all subtly decorated or engraved with a lotus flower. Equipped with the Caliber 80, a latest-generation automatic movement, these timepieces offer exceptional autonomy of up to 80 hours of power reserve.



21 – M043.207.16.116.00
CALIBER 80



22 – M043.207.36.018.00
CALIBER 80



23 – M043.207.11.011.00
CALIBER 80



24 – M043.207.33.106.00
CALIBER 80





BARONCELLI

TIMELESSNESS & SOPHISTICATION

THE NEOCLASSICAL STYLE OF MILAN'S GALLERIA VITTORIO EMANUELE II EXPRESSES ALL THE SOPHISTICATION INHERENT TO THE ITALIAN ARCHITECTURAL TRADITION. ITS ROUNDED SHAPE SERVED AS THE INSPIRATION BEHIND MIDO'S BARONCELLI DESIGN.

BARONCELLI CHRONOMETER SILICON

INNOVATION AND WATCHMAKING 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.



25 – M027.408.11.031.00
CHRONOMETER - CALIBER 80



26 – M027.408.16.061.00
CHRONOMETER - CALIBER 80



27 – M027.408.36.031.00
CHRONOMETER - CALIBER 80



28 – M027.208.36.036.00
CHRONOMETER - CALIBER 80

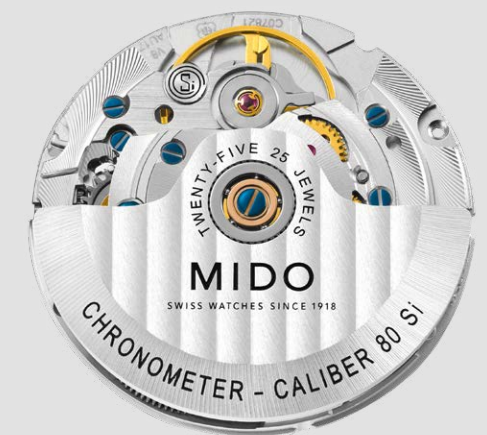


25



CALIBER 80 CHRONOMETER SILICON

Beneath its classic and timeless exterior, the Baroncelli Chronometer Silicon 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.



CONTRÔLE OFFICIEL SUISSE DES CHRONOMÈTRES



BARONCELLI BIG DATE

A BIG DATE WITH TIMELESS ELEGANCE

Equipped with a superb round polished steel case, enhanced with an elegant double gadroon bezel, the Baroncelli Big Date is distinguished by its large two-level date aperture at six o'clock. In keeping with the rest of the Baroncelli collection, this model instantly catches the eye thanks to its exceptionally refined design, evident in subtle details such as the grained dial and double-sided hands.



29 – M027.426.11.018.00

CALIBER 80



30 – M027.426.22.088.00

CALIBER 80



31 – M027.426.36.018.00

CALIBER 80



BARONCELLI HERITAGE



32 – M027.207.11.010.00



33 – M027.407.11.010.00



34 – M027.207.36.010.00



35 – M027.407.36.260.00



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.



36 – M027.407.16.050.00



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.



37 – M037.207.11.031.01



38 – M037.207.11.036.01



39 – M037.407.11.051.01

CALIBER 80



40 – M037.407.16.031.01

CALIBER 80



41 – M037.207.11.041.01

42 – M037.407.11.041.01

CALIBER 80



NIVACHRON®

Designed for precision in all circumstances, they are the first Baroncelli models to feature calibers 48 and 80 equipped with a **Nivachron®** balance-spring, which reduces the effect of magnetic fields as well as withstanding shocks and the effects of time.

BARONCELLI LADIES



43 – M007.207.11.116.00

<SANS DONNÉES À PARTIR D'ULIEN>



44 – M007.207.36.116.00

<SANS DONNÉES À PARTIR D'ULIEN>



45 – M007.207.11.038.00

CALIBER 80



46 – M039.207.11.106.00

CALIBER 80



SPECIAL EDITION

3 STRAPS - 1 WATCH - 3 STYLES

BARONCELLI LADY Day & Night



47 – M039.207.16.106.00

CALIBER 80



BARONCELLI for Ladies

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

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

DIAMONDS

Dazzling symbols of eternal elegance, diamonds imbue a creation with a timeless air that spans the ages. Their exquisite sparkle enhances the beauty of an attractive design and adds a delightfully feminine touch to an understated model. Each Mido diamond-set creation comes with a certificate indicating the number of diamonds, their colour, quality and number of carats.



BARONCELLI LADIES

Donna

The Baroncelli Donna automatic watch is distinguished by its round shapes, domed sapphire crystal, pure dial, double-sided hands and characteristic central lug, all of which combine to create an elegant purity. Each model is equipped with an automatic movement.



48 – M022.207.11.036.10

CALIBER 80



49 – M022.207.22.116.10

CALIBER 80



BARONCELLI
Twenty Five



51 – M039.007.11.076.00

52 – M039.007.22.106.00

53 – M039.007.36.076.00



50 – M022.207.33.031.10

CALIBER 80



BARONCELLI BARES ITS CLAWS WITH THIS ORIGINAL MODEL

A particular intensity emanates from this highly original timepiece thanks to the “Aventurine” glass adorning the centre of its magnificent white grained dial. Ultra-feminine and indomitable, the Baroncelli Wild Stone strays off the beaten track to reveal the wild side in every woman.



54 – M035.207.37.491.00

CALIBER 80 - AVENTURINE GLASS



BARONCELLI MECHANICAL

LIMITED EDITION
2020 PIECES EXCLUSIVE,
ELEGANT AND SUPERLATIVELY SLIM

At less than 7 mm thick, Mido presents its slimmest mechanical watch to date. Featuring a radiant combination of black lacquer and a polished rose gold-coloured PVD treatment, this streamlined, ethereal interpretation perfectly reflects the brand's classic watch heritage. The design and the hand-wound mechanical movement, evoking pure watchmaking tradition, will delight the most discerning connoisseurs.



55 – M037.405.36.050.00
MECHANICAL



BARONCELLI LADY & GENT



56 – M7600.4.26.1



57 – M8600.4.26.1



58 – M7600.4.15.1



59 – M8600.4.15.1



60 – M8600.4.18.1



EIFFEL TOWER, PARIS

COMMANDER

EVOLUTION & ICONIC IDENTITY

THESE TIMELESS AESTHETICS HAVE STOOD THE TEST OF TIME FOR OVER SIX DECADES, AS MIDO HAS PRODUCED THE COLLECTION CONTINUOUSLY SINCE 1959. JUST LIKE THE FAMOUS PARISIAN TOWER, THE COMMANDER IS A TRUE ICON: A SYMBOL OF SWISS WATCHMAKING TRADITION AND EXPERTISE.



COMMANDER CHRONOGRAPH

AN ELEGANT CHRONOGRAPH OFFERING
UP TO 60 HOURS OF POWER RESERVE

A look that is both elegant and sporty combined with a timeless design
and a movement of irrefutable precision.



61 - M016.414.11.041.00

CALIBER 60



62 - M016.414.11.061.00

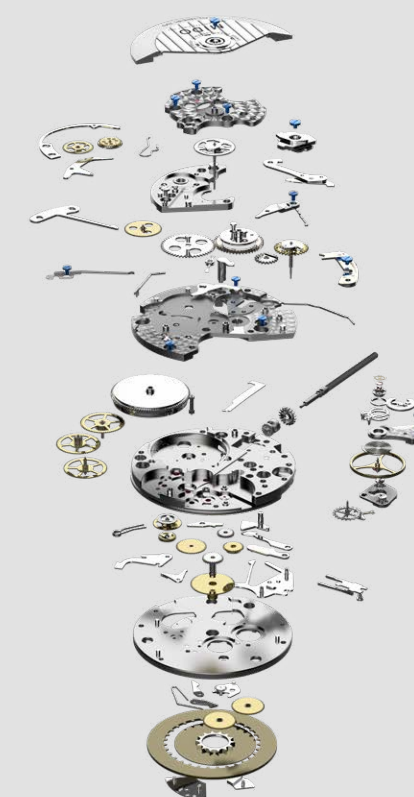
CALIBER 60



37

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



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. In an imposing setting, the Commander Big Date is boldly positioned next to the legendary Eiffel Tower, from which it takes its inspiration.



63 – M021.626.11.061.00

CALIBER 80



64 – M021.626.36.051.00

CALIBER 80



65 – M021.626.33.061.00

CALIBER 80



66 – M021.626.36.051.01

CALIBER 80



COMMANDER CHRONOMETER

PRECISION AND PERSONALITY

A boon for sports enthusiasts, who will appreciate the Commander Caliber 80 Chronometer as a robust, reliable watch combining timeless design with high-precision technology, while the sunray satinated finish conveys the characteristic elegance of the Commander collection.



67 – M021.431.11.061.01

CHRONOMETER - CALIBER 80



68 – M021.431.11.041.00

CHRONOMETER - CALIBER 80



69 – M021.431.16.031.00

CHRONOMETER - 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 3-year warranty.



CONTRÔLE OFFICIEL SUISSE DES CHRONOMÈTRES

COMMANDER GRADIENT

WATCHMAKING ART WITH A MYSTERIOUS LOOK LIKE NO OTHER

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 wrists of those looking for a watch like no other.

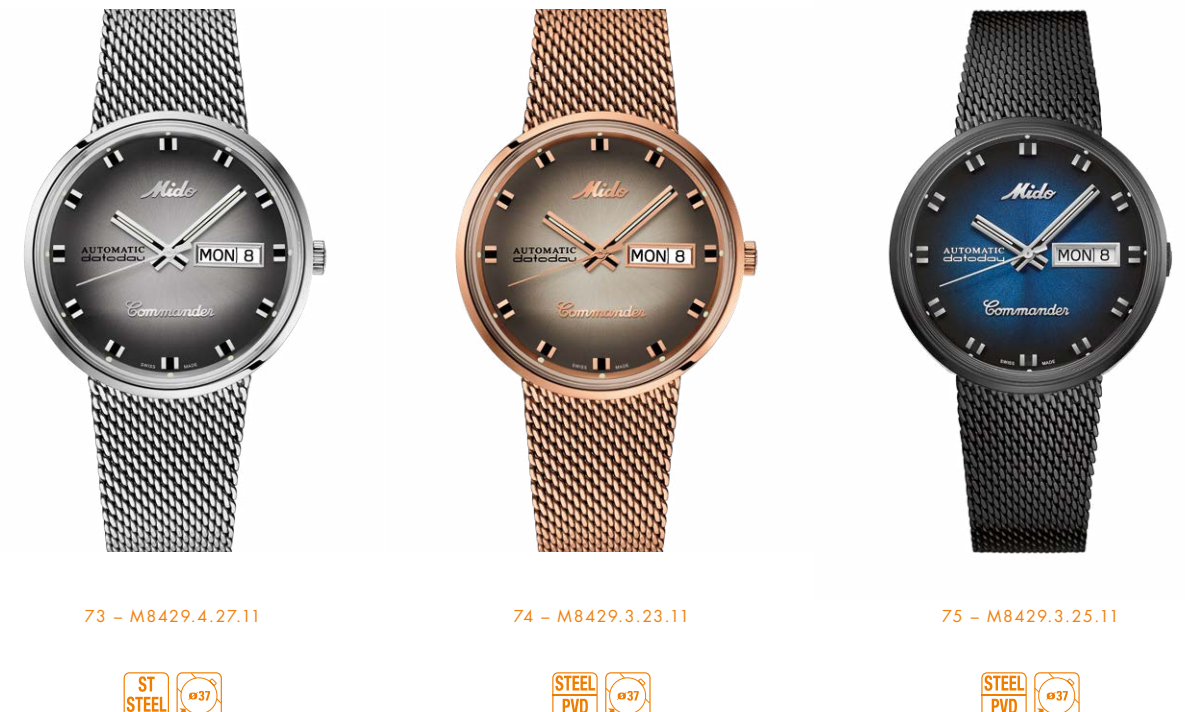


40

COMMANDER SHADE

A VIBRANT TRIBUTE TO AN ICONIC MODEL

These electrifying creations in vivid colours are a tribute to the seventies spirit of the original and legendary **Commander** watch and will appeal to devotees of vintage and timeless watchmaking.



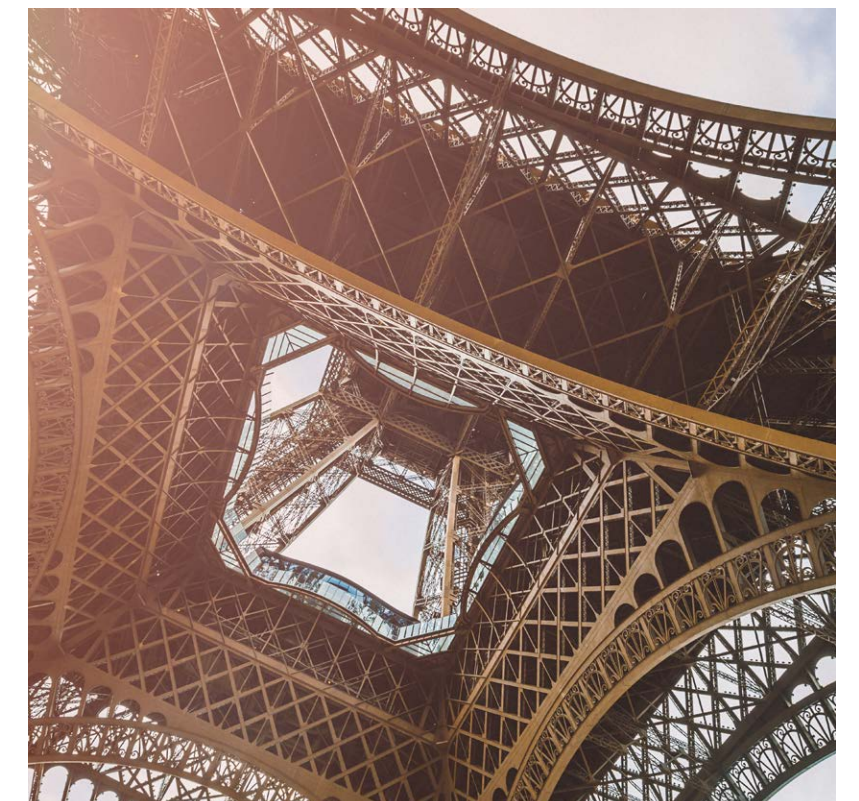
41



Inspired
BY ARCHITECTURE

ICONIC IDENTITY

The instantly recognisable lines of the Mido Commander collection pay tribute to the inimitable silhouette of the Eiffel Tower. With a satin-finished case highlighted by a slender bezel, its round shape echoes the arches of the monument, while the rectangular indexes and hands, complete with polished metal bars, recall



SIDNEY HARBOUR BRIDGE, SYDNEY

MULTIFORT

STEEL AND CHARACTER

MIDO DRAWS ITS INSPIRATION FOR THE MULTIFORT COLLECTION FROM THE ARCHITECTURE OF THE FAMOUS SYDNEY HARBOUR BRIDGE. THE MULTIFORT AND THE HARBOUR BRIDGE ARE ACTUALLY CONTEMPORARIES, WITH BOTH DATING BACK TO THE 1930S. OFFERING THE PERFECT COMBINATION OF STYLE AND SUBSTANCE, FUNCTION AND AESTHETICS, MIDO CELEBRATES THIS ULTRA-RESISTANT, ENDURING MONUMENT WITH ITS INSTANTLY RECOGNISABLE DESIGN FEATURES.



MULTIFORT ADVENTURE

STRAYING OFF THE BEATEN TRACK

An extraordinary model full of character designed for adventure. Its robust anthracite PVD-treated steel case extends into a magnificent genuine brown perforated cow leather strap. Featuring a colour combination not often seen in watchmaking, this is an utterly unique sport-chic timepiece.



76 - M025.627.36.061.10

CALIBER 60



77 - M025.407.36.061.10

CALIBER 80



43



Whether on a trek through Patagonia, a safari in Tanzania or a rally in the heart of the Sahara Desert, the Multifort Adventure will be at home on the wrists of all those who yearn for the great outdoors and uncharted territory.

MULTIFORT SPECIAL EDITIONS

STRONG AND CHARACTERFUL MODELS

Chic and sporty, the Multifort Special Editions are a stunning addition to the long established Multifort collection, emblematic of Mido's watchmaking expertise. These timepieces showcase the Mido colours: orange and black. Strong, reliable and attractive, it has all the characteristic features of the Multifort line. The black dial is decorated with vertical Geneva stripes recalling the slender forms of Sydney Harbour Bridge, a manifesto of architectural modernity created in the 1930s, just like the Multifort collection.



TWO INTERCHANGEABLE LEATHER STRAPS

These models come with a set of two removable leather straps and a dedicated presentation box.



78 – M005.614.36.051.22

CALIBER 60



79 – M005.430.36.051.80

CALIBER 80



MULTIFORT FOR GENTLEMAN

STRONG DESIGN AND HIGH-END TECHNOLOGY

The Multifort men's watch features the Geneva Stripes and strong design that are specific to the collection. Its Caliber 80 automatic movement adds to this robustness by giving it up to 80 hours of power reserve.



80 – M005.430.11.031.80

CALIBER 80



81 – M005.430.11.061.80

CALIBER 80



82 – M005.430.16.031.80

CALIBER 80



MULTIFORT DUAL TIME

TWICE AS MUCH FREEDOM FOR GLOBETROTTERS

The Multifort Dual Time is an essential accessory for all avid travellers. It offers twice as much freedom thanks to the Caliber 80 with the GMT function, which have been combined in a Mido model for the very first time.



83 – M038.429.11.041.00

GMT - CALIBER 80



84 – M038.429.36.051.00

GMT - CALIBER 80



86 – M038.431.11.041.00

CHRONOMETER - CALIBER 80



MULTIFORT CHRONOMETER¹

SUPER PRECISE, WHATEVER THE CIRCUMSTANCES

Ultra-accurate, elegant and robust, the Multifort Chronometer¹ is the perfect ally for the most thrilling urban expeditions. Mido completes this formidable everyday companion with the Caliber 80 Si automatic movement - Certified by the Contrôle Officiel Suisse des Chronomètres. This automatic movement is fitted with a high-end balance-spring crafted from silicon. Thanks to its anti-magnetic properties and shock-resistance, this high-tech material ensures unparalleled reliability and accuracy.

MULTIFORT POWER RESERVE

HIGH ENERGY

The sporty yet urban design of the Multifort Power Reserve readily reveals its strong character and extraordinary endurance. Like a beacon or an athlete trained to perfection, this function indicates the remaining energy available.



85 – M038.424.33.061.00



87 – M038.431.11.031.00

CHRONOMETER - CALIBER 80



88 – M038.431.11.061.00

CHRONOMETER - CALIBER 80



89 – M038.431.16.031.00

CHRONOMETER - CALIBER 80





MIDO & ARCHITECTURE, DIFFERENTLY

A passion for architecture, audacity, precision and a constant quest for perfection - these are attributes shared by Mido and Parkour, the sporting discipline that transforms urban features into obstacles to be overcome.

STRENGTH & POWER

The Multifort is a sporty, masculine timepiece designed for surpassing limits and exploring new horizons. Inspired by the design of Sydney Harbour Bridge, the collection reflects strength and power. With a sturdy and uncompromising Multifort on their wrists, Parkour athletes and Friends of the brand are equipped to attack the concrete.



Brodie Pawson
AUSTRALIAN ATHLETE

Brodie Pawson discovered Parkour whilst watching Casino Royale with his twin brother Dylan. Ten years later he is a professional Parkour athlete and participates in the Australian Ninja Warrior competition. His relationship with Mido started in 2017.

“ I feel a connection with Mido and its timepieces. We share the same passion for architecture. When I practise Parkour, I draw inspiration for my movements from my surroundings. My decisions and actions are dictated by the challenge presented by the architecture. ”



90 - M038.431.37.051.00
CHRONOMETER - CALIBER 80



INSPIRED BY AMAZING ARCHITECTURE

PARKOUR IS A SPORT THAT TURNS ANY NATURAL OR URBAN ELEMENTS INTO AN OBSTACLE TO BE OVERCOME. THE PRACTITIONERS OF THIS ART OF MOVEMENT ARE TRUE ATHLETES WHO RELY ON THEIR AGILITY AND PHYSICAL STRENGTH ALONE TO RUN ACROSS ROOFS, CLIMB WALLS OR JUMP OVER STREAMS. THEIR PHILOSOPHY IS A QUEST FOR PERFECTION RATHER THAN PERFORMANCE, AND THEIR MOTTO “TO BE AND TO LAST” PERFECTLY ILLUSTRATES MIDO’S VALUES.

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.



91 – M040.407.16.060.00

CALIBER 80



92 – M040.407.16.040.00

CALIBER 80



93 – M040.427.16.052.00

CALIBER 60



94 – M040.427.36.262.00

CALIBER 60



95 – M040.427.36.042.00

CALIBER 60



MULTIFORT MECHANICAL SKELETON

LIMITED EDITION HYPNOTIC SKELETONISATION

This exceptional timepiece is a true distillation of rarity, history and technology. The absence of a dial draws attention to a skeletonised movement with a striking black plate decorated with Geneva stripes – the real DNA of the Multifort collection. In this first for Mido, the brand boldly reveals the full extent of its watchmaking expertise. Elegant finishes adorn the components of this rare series, which is limited to 999 numbered timepieces.



96 – M032.605.47.410.00

MECHANICAL



ROYAL ALBERT HALL, LONDON

BELLUNA

CURVES AND FINESSE

CREATED BY MIDO IN 2008, THE BELLUNA COLLECTION IS CHARACTERISED BY ITS ELEGANT, TIMELESS LINES INSPIRED BY LONDON'S ROYAL ALBERT HALL, A LEGENDARY BRITISH CONCERT VENUE. THE SPECTACULAR STRUCTURE COMPLETES THE CONCERT HALL'S CLEVERLY TIERED LEVELS IN A VICTORIAN STYLE THAT ABOUNDS IN ROUND, GENEROUS CURVES. MIDO'S REFINED BELLUNA COLLECTION REFERENCES THIS WORLD OF HARMONIOUS FORMS.



BELLUNA SUNRAY

A SUBTLE, DAZZLING TIMEPIECE

Its harmonious lines and rounded design make it a resolutely timeless watch. Finely worked with a sunray guilloché-style pattern, the dial was inspired by the splendid glass dome roof of London's Royal Albert Hall. Despite its classic style, the Belluna Sunray houses a latest-generation automatic movement: the Caliber 80, which gives it up to 80 hours of power reserve.

53



97 - M024.630.11.041.00

CALIBER 80



98 - M024.630.36.041.00

CALIBER 80



99 - M024.630.33.051.00

CALIBER 80



BELLUNA ROYAL

ELEGANCE WITH A 'SO BRITISH' TWIST!

Classic? Most definitely. Yet despite its conventional exterior, the new 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.



100 – M024.307.16.046.00

CALIBER 80



101 – M024.507.16.041.00

CALIBER 80



102 – M024.307.11.076.00

CALIBER 80



103 – M024.507.11.031.00

CALIBER 80



104 – M024.507.11.061.00

CALIBER 80



105 – M024.507.16.071.00

CALIBER 80



SPECIAL EDITION



Milady

ROYAL WHATEVER
THE OCCASION

For the *Milady* in every woman, Mido is revisiting the refined aesthetics of the Belluna Royal collection with an ultra-feminine composition adorned with mother-of-pearl and diamonds. A cushion-shaped case in rose-gold tones adds a hint of originality to its timeless lines. This special edition comes with three interchangeable straps in burgundy satin-look fabric, black leather and pearlescent white leather, allowing the wearer to switch styles as desired. At the heart of the Belluna Royal Milady beats the Caliber 80, an automatic movement with a power reserve of up to 80 hours. Just enough to make a trip to London without worrying about the time! Whether at afternoon tea with friends or at an elegant evening event, the Belluna Royal Milady presents a noble look that is resolutely British in style!

3 STRAPS - 1 WATCH - 3 STYLES



106 – M024.307.37.116.00

CALIBER 80



54

55

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 + DLC



Steel Ceramic



Titanium



Titanium PVD



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

INSPIRED
BY ARCHITECTURE



OCEAN STAR GMT

MIDO®

SWISS WATCHES SINCE 1918