

THOMAS MERCER

ESTD 1858

THOMAS MERCER LAUNCHES NEW WEBSITE

THE WORLD DEBUT OF THE BRITANNICA TABLE CHRONOMETER
AT THE MONACO YACHT SHOW 2015
HERALDS THE REDESIGNED BRAND WEBSITE
UNVEILING NEW PAGES OF ITS HISTORY

Media Information

For Immediate Release

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British chronometer manufacturer Thomas Mercer is pleased to announce the launch of its new website www.thomasmercerclock.com

Developed in collaboration with British luxury design consultants Inaria, the new website enhances the brand identity with a complete journey through the Thomas Mercer universe. The range of timekeepers and mechanical movements are finely illustrated with full screen images that provide insights on these marine and table chronometers that combine contemporary design with horological expertise.

With a philosophy based on the values of British craftsmanship, exclusivity, sophistication and spirit of adventure, Thomas Mercer draws inspiration from a dashing heritage of 150 years in order to redefine the art of chronometry in the 21st century.

To immerse the visitor in a seamless voyage of discovery, new and exciting pages of the brand's legacy are unveiled in a timeline that presents also all the timekeepers created since the company's foundation in 1858. This legitimacy guides Thomas Mercer in writing the future chapters of its illustrious history.

SIR WINSTON CHURCHILL: FLYING "GREAT" BRITAIN

In 1944 Sir Winston Churchill is given a C-54 Skymaster for his personal use. Churchill, who likes to define it as 'my aerial yacht' gives designers a clear directive to 'make it look British'. In fact, an American columnist pays tribute to her interiors as being 'decorated like the drawing-room of an English castle with walls finished in dark-brown panelling'. A special Thomas Mercer clock featuring altimeter and thermometer stands in the bedroom.

HMY BRITANNIA: ROYAL SEAFARING

Iconic Royal Yacht Britannia is launched in April 1953. Renowned British designer Sir Hugh Casson is appointed by the Queen and the Duke of Edinburgh because of his modern style: his

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contemporary yet forward-thinking elegance is to stand the test of time. Thomas Mercer are the timekeepers of choice for these refined interiors.

SIR FRANCIS CHICHESTER: WORLD-CLASS SAILING ADVENTURES

Thomas Mercer manufactures the chronometer that British adventurer Sir Francis Chichester uses to navigate on [sailing yacht](#) Gypsy Moth IV while attempting the fastest ever crossing of the Atlantic. He makes the 4000 miles journey from Bissau in Portuguese Guinea, to San Juan del Norte in Nicaragua in just 21 days. In 1967 Chichester becomes the first solo yachtsman, and the fastest sailor, to round the world.

ENTRENCHED LUXURY: ON SEA, ON AIR AND ON LAND

Inextricably rooted in British seafaring tradition, its mark of distinction was, is and always will be the marine – but Thomas Mercer proves to excel also in other forms of chronometer.

As skies are the natural extension of the seas and, it is natural for the brand to navigate into the world of aviation in the 1930s when already equipping Royal Air Force seaplanes.

As the interiors of the Royal Yacht Britannia are a testament of timeless beauty and elegance, so it follows that the company thereupon begins to enrich the interiors of other yachts and the homes of their Owners.

This quest for aesthetics culminates in the subsequent decades where style meets luxury to give birth to a range of exclusive chronometers. Now, in 2015, the Brittanica table chronometer relays this legacy to the full, marking a path to be pursued by new and ever more innovative Thomas Mercer creations.

It is only a matter of time.