

**COMMANDER  
SHADE SPECIAL EDITION**

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**A stunning new face for an iconic model**

This year, as the brand celebrates its 100<sup>th</sup> anniversary, [Mido](#) is paying homage to one of its iconic timepieces, which has been in constant production for over half a century. Bold and impertinent, the new [Commander Shade](#) brings a stunning new face to the original model launched in 1959. It features an elegant round monocoque case with a streamlined design offering a wide opening. Freely inspired by a model from 1979, its smoked sunray satin-finished dial gives it irresistible charm. Its sublime two-tone graduated finish in black and silver makes the Commander Shade an enigmatic and fascinating timepiece. Its sensual Milanese mesh bracelet in satin-finished steel envelops the wrist like a second skin. A tribute to the seventies spirit, the Commander Shade is a legendary timepiece that will appeal to all enthusiasts of unique and timeless watchmaking.

The distinction of its round steel case endows the [Commander collection](#) with an inimitable and immediately recognisable silhouette, just like the Eiffel Tower. And like this unique structure, it has withstood the effects of time to retain an eternally youthful aspect. Its exceptional longevity offers indisputable proof of its success – the Commander has been produced by Mido without interruption since 1959. It has thus spanned almost six decades, preserving the DNA that has forged its reputation. Much like Paris's symbolic monument, the Commander has become a genuine icon, epitomising Swiss watchmaking tradition and expertise.

In 1959, Mido launched its very first Commander, a now iconic model which the brand is honouring as part of its 100<sup>th</sup> anniversary celebrations. A reissue almost identical to the first model, the Commander Shade features a round polished steel case with refined, pure lines that offer a wide opening onto the dial. This superlatively elegant case is protected by an acrylic crystal hot-stamped with the Mido logo. Measuring 37 mm in diameter, the Commander Shade reveals a stunningly unique dial: smoked and sunray satin-finished, it is freely inspired by a model from 1979. Its sublime two-tone graduated finish in black and silver is the hallmark of an inimitable design. A nod to the struts of the Eiffel Tower, the indexes are applied, polished and coated with black varnish. To ensure perfect night-time readability, the polished flange features 12 dots of neutral Super-LumiNova®, which also adorns the flat diamond-cut hour and minute hands, while an aperture at 3 o'clock indicates the day and date. The all-steel Commander Shade is a timeless classic, the perfect expression of the philosophy written in Mido's genes since 1918.

The Commander Shade is fitted with a sophisticated and highly reliable automatic movement. Its case back is adorned with the original logo. It is water-resistant up to a pressure of 5 bars (50 m /165 ft). Extremely comfortable to wear, its Milanese mesh bracelet in satin-finished steel with a sliding clasp is like a second skin. It gives the model great sensuality and highlights its seventies style, as modern today as ever.

Another version of this special 100<sup>th</sup> anniversary edition is available in rose PVD.

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

## TECHNICAL INFORMATION

Movement	Automatic ETA 2836-2, 11½", Ø25.60 mm, height: 5.05 mm, 25 jewels, 28 800 A/H, NIVACHOC and NIVACOURBE, NIVAFLEX NO mainspring, NIVAROX II balance-spring. Finely decorated Elaboré-grade movement, oscillating weight decorated with Geneva stripes and Mido logo. Functions: HMSD+Day. Adjusted on 3 different positions for high accuracy. Up to 38 hours of power reserve.
Case	Monocoque, polished 316L stainless steel, Ø37 mm, 2 pieces, acrylic crystal hot-stamped with the Mido logo, engraved serial number, water-resistant to a pressure of 5 bar (50 m / 165 ft).
Bracelet	316L stainless steel Milanese mesh, satin-finished, integrated into the case, sliding clasp offering optimised and secured adjustment.
Dial	Two-tone graduated finish: black – silver, sunray satin-finished, polished applied indexes with black varnish coating, polished flange with dots of neutral Super-LumiNova®, day and date at 3 o'clock.
Hands	Flat diamond-cut hour and minute hands with neutral Super-LumiNova® for easy readability at night.

### 100 YEARS OF MIDO

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 the arrival of new timepieces that will reaffirm the values that have been 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.