

JEWELRY

## Omega sprints into Printemps to fete Olympic Games

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*Omega Love Printemps display*

By STAFF REPORTS

Swiss watchmaker Omega is flaunting its role in the upcoming Olympic Games through a takeover of department store chain Printemps' atrium.

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For Omega Loves Printemps, the brand is looking back on its 27-year relationship with the global sporting competition, sharing footage of key moments and demonstrating how its precision timekeeping has helped determine winners. Allowing fans to experience the Olympics even when not in Rio de Janeiro, Brazil the temporary display will be up through the run of the games.

Racing toward Rio

Opened June 27, Omega's pop-up at its Boulevard Haussmann features sporty dcor that mimics the feel of swimming pools and racetracks. Screens on the walls will play footage from past Olympics, highlighting Omega's role in the games.

A photo booth enables consumers to compare their body shape with an athlete's.



*Omega Loves Printemps display*

Holographic cases hold Omega's timepieces, including the limited-edition Seamaster models for this year's Olympics in Rio de Janeiro.

Omega experts will be on-hand to run watchmaking workshops, allowing consumers to get a firsthand look at how the brand's timepieces are made.

Getting into the spirit of the games early, Omega counted down the 100 days left before the opening of the 2016 Summer Olympic Games in Rio de Janeiro with a guest spot on NBC's the Today Show.

As of April 27, there were 100 days until the Olympic Games begin on Aug. 5, and brands with a role in the international sporting event are jockeying for attention from consumers and athletes the world over. For Omega, the Olympic Games is an important aspect of its brand heritage, as it has served as the official timekeeper for all events since the Los Angeles games of 1932 ([see story](#)).

The road to the games is a lengthy run for Omega, showing the brand's endurance and dedication to the Olympics.

In 2015, the watchmaker began gearing up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown.

With the summer Olympics about a year away, the watch brand's "Omega Viva Rio" campaign aimed to start a conversation surrounding the games early on to keep the its role top of mind, but also highlight Omega's civic duties to city's young. Social responsibility is taken up by many brands, but by presenting its philanthropic efforts on a global scale, to an international audience, Omega's social projects may have more impact ([see story](#)).

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