

JEWELRY

## Omega readies for 2018 Winter Olympics with commemorative timepieces

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*Omega Seamaster Aqua Terra Pyeongchang 2018 edition*

By STAFF REPORTS

Swiss watchmaker Omega has started the year-long countdown to the 2018 Winter Olympics in Pyeongchang, South Korea.

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Omega has a long history of Olympic involvement and is the international sporting event's official timekeeper for both winter and summer games. Next year's Olympics in Pyeongchang will be the 28th time Omega has conducting the timekeeping for the world event since 1932.

Starting the countdown

On Feb. 8, Omega visited South Korea's capital of Seoul to unveil its clock to countdown the next 365 days to the Winter Games' Opening Ceremony.



## *Omega countdown clock in Seoul*

In addition to the VIP event, Omega debuted its Pyeongchang 2018 collection of watches. Omega designs commemorative watches for each Olympics, a practice that allows participating athletes, sports enthusiasts and locals to purchase a keepsake from the Games.

For the Pyeongchang 2018 collection Omega used its Seamaster Aqua Terra style timepiece.

The words "Pyeongchang 2018" have been inscribed along the minute track in the five colors of the Olympic rings. The "20" in "2018" perfectly aligns with the 20-minute marker on the watch.

Omega has also designed a Seamaster Planet Ocean 600 M "Pyeongchang 2018" limited-edition to mark the occasion. This watch features the colors of the South Korean flag that are extended through the face and straps.

The crystal caseback of the limited-edition includes the Olympic Winter Games Pyeongchang logo.



## *Omega Seamaster Planet Ocean 600 M "Pyeongchang 2018" limited-edition caseback*

Last summer, Omega geared up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown. As with its efforts in Pyeongchang, Omega also designed official watches ([see story](#)).

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