

JEWELRY

## Omega celebrates family ties with latest ambassadors

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*Cindy Crawford was instrumental in the design of Omega's Constellation watches. Image credit: Omega*

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By STAFF REPORTS

Swiss watchmaker Omega has added Cindy Crawford's son and daughter to its list of ambassadors, building on its existing two-decade relationship with the supermodel.

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In 1995, Ms. Crawford was named the first ambassador for the brand, and she has since been the face of brand efforts, including a charitable effort. When luxury labels choose to partner with more than one generation of a family, it can help to further solidify a bond between ambassador and brand.

Apparent ambassadors

Both Kaia and Presley Gerber are following in their mother's modeling footsteps. Ms. Gerber has starred in campaigns for Marc Jacobs and Miu Miu, while her brother has posed for Balmain and Calvin Klein.

Mr. Gerber has also taken up an interest in photography.

While newly named official ambassadors of Omega, the siblings have been involved in their mother's work with the watchmaker in recent years.



*Cindy Crawford, center, with her children Kaia and Preston Gerber. Image courtesy of Omega*

Part of Ms. Crawford's work with Omega revolves around the Orbis International Flying Eye Hospital, which the watch brand has supported since 2012. When the model traveled to Peru to visit the hospital and film a documentary, Ms. Gerber traveled with her.

Meanwhile, Mr. Gerber and his sister both accompanied their mother to the film's premiere ([see story](#)).

Ms. Crawford's impact on Omega also extends to product design. The model contributed ideas for a Constellation collection, which was launched in 1995 shortly after she became an ambassador.

The supermodel will appear on-stage with her children at the Omega "Her Time" exhibit opening in Paris on Sept. 29, officially launching their ambassadorship.

Similarly to Omega's family focus, Chanel cast its muse Vanessa Paradis' daughter Lily-Rose Depp in a number of campaigns, keeping it all in the family ([see story](#)).