

JEWELRY

## Omega's forward-thinking Trsor designed for next-gen horologists

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*Omega Trsor in Sedna gold with a grey leather strap Image credit: Omega*

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By STAFF REPORTS

Swiss watchmaker Omega has tapped brand ambassador Kaia Gerber as the face of its new Trsor collection of women's watches.

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In September, Omega announced that Ms. Gerber and her brother Presley would serve as its ambassadors as the brand looks to position itself in front of millennials. The model siblings are the children of supermodel Cindy Crawford, who, in 1995 was named Omega's first ambassador and has since maintained her relationship with the Swiss manufacturer ([see story](#)).

### Forward times

For Ms. Gerber's first official campaign for Omega, the brand has selected the young model to be the face of its new Trsor collection.

In an email meant to introduce the collection, Omega used the subject line, "This is Kaia's choice." Within the email body, Omega president and CEO, Raynald Aeschlimann included a personal message that speaks to the collection and Ms. Gerber's understanding of modern style.

The email, as well as the collection landing page, includes a black-and-white portrait of Ms. Gerber seated backwards on the chair and wearing a timepiece from Omega's Trsor design.



*Kaia Gerber for Omega's Trsor collection of women's watches. Image credit: Omega*

Similar to Ms. Gerber being part of Generation Z, the watches in the Trsor collection were created with a new generation in mind. The Trsor watches are forward-thinking in its design while taking inspiration from Omega's past.

Available in either 39 mm or 36 mm, stainless steel or 18-karat Sedna gold, the Trsor is a classic style that can be worn with either colorful leather or fabric straps.

The watches come in a diverse range of dial colors and each features a mirrored caseback. All Trsor watches, priced from \$4,500 to \$8,600, have diamonds set along the curve of its case and a single stone within the crown.

For a timeless look, Trsor watches also include slim hands and Roman numerals.

As of press time, a number of Trsor timepieces are out of stock on Omega's Web site.

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