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Omega, Monochrome team for 60th anniversary Speedmaster retrospective

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Omega's Speedmaster celebrates its 60th anniversary this year. Image credit: Omega

By DANNY PARISI

Swiss watchmaker Omega has teamed with horology publication Monochrome for a five-episode series celebrating the 60-year anniversary of the Omega Speedmaster watch.

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In a sponsored series of five short films, Monochrome and Omega dive into the history of the Omega Speedmaster, from its role in the NASA mission to the moon to its collector's value. In collaborating, Omega is dipping into its own past and brand legacy to create engaging video content that will connect with consumers on a deeper level.

Six decades

In the 60 years since it was first released, Omega's Speedmaster has played a role in some crucial major world events. Most notably, the Speedmaster was the watch given to the astronauts on the Apollo mission to the moon in the 1960s.

Now, six decades after the watch was introduced in 1957, Omega is leaning into that history and legacy for a series of five short films that each dive into a different aspect of the Speedmaster's long life.

The "Speedmaster Chronicles" series was created in partnership with Monochrome Watches, an online watch publication.

In each of the five short films, Monochrome speaks with a different expert about a historic aspect of the Omega Speedmaster.

Omega Speedmaster Chronicles #1 with James H. Ragan

For example, the first episode is about the Apollo mission and features commentary James H. Ragan, a former NASA program manager who green-lit the Speedmaster's use in the mission.

Another episode saw Monochrome speaking with auctioneer Aurel Bacs about the Speedmaster's value at auctions and his personal connection to the timepiece.

Additionally, Monochrome has created a complete timeline of the Speedmaster watch, with every major iteration represented from its 1957 debut to 2017.

Omega marketing

Omega has created similar campaigns to this in the past.

For example, the Swiss watchmaker celebrated the 60th anniversary of the Speedmaster and its role in the Apollo moon mission in 1969 with a short documentary featuring Buzz Aldrin and brand ambassador George Clooney.

The documentary, titled "Starmen," brings the two men together to view footage of the Apollo space flight mission and talk about its effects on them and the world. Throughout the film, the two men discuss the Omega Speedmaster and its role, as the watch was worn by astronauts during the mission ([see story](#)).

In other campaigns, Omega has tapped brand ambassador Kaia Gerber as the face of its new Trsor collection of women's watches.

The Speedmaster Chronicles #4 with Aurel Bacs

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](#)).

Omega has been leveraging these campaigns to promote its online store. Omega has launched its first online retail platform, indicative of the watch sector's growing embrace of ecommerce.

At launch, the digital boutique exclusively serves U.S. clientele, allowing them to purchase its watches at a time and place convenient to them. Watchmakers had eschewed ecommerce for a long time, relying on their own boutiques and physical wholesale channels to sell their timepieces, but a growing number of watch brands have been adding ecommerce to their distribution as consumers become more comfortable buying online ([see story](#)).