

JEWELRY

## Omega spurs fan frenzy over Japanese superhero limited edition

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Omega's Speedy Tuesday watch. Image credit: Omega

By STAFF REPORTS

Swiss watchmaker Omega has seen immediate success selling its collection of watches created as a tribute to a fan-favorite Japanese series only on Instagram.

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To celebrate Netflix's announcement to renew the anime series Ultraman, which aired during the 1960s, Omega has designed a collection available online. The Speedy Tuesday was available exclusively through its Instagram, but has already sold out.

### Omega and superheroes

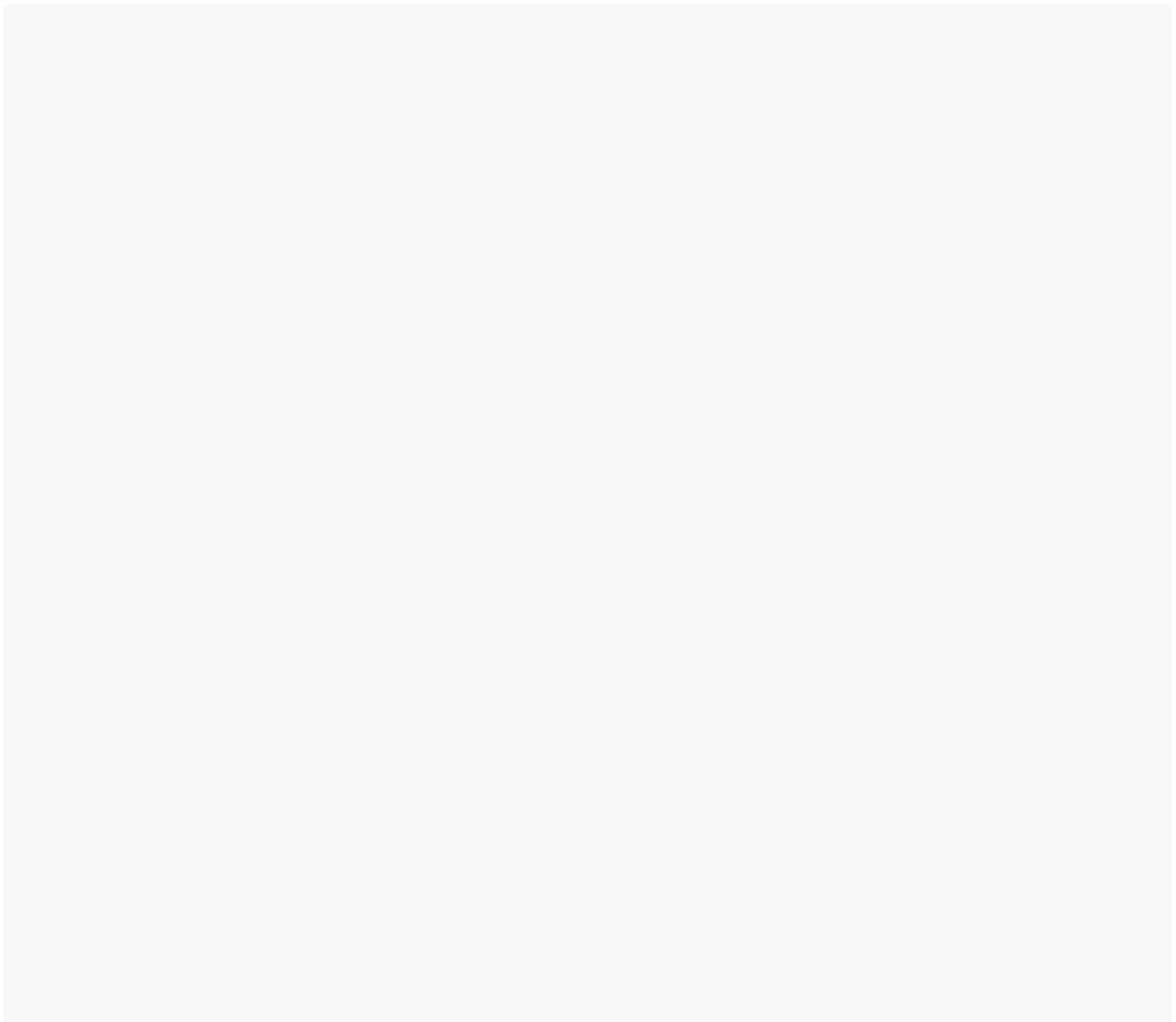
On the Omega Instagram page, fans were able to buy the watch designed after Omega's original 1967 Moonwatch.

Omega says the Speedmaster Limited Edition 42 mm Ultraman is designed after the series of the same name created by Tsuburaya Productions.

The original Moonwatch was eventually written into the fourth and final installment of the series, as its bold orange hands matched the characters' suits. The watch became a part of their battle kits.

Today's edition sold out within the day, with all 2,012 pieces purchased in less than two hours.

The edition boasts a retro Omega logo, as well as minute subdial at 3 o'clock that features the first three minutes picked-out in orange. The orange is a nod to the character of Ultraman only being able to stay in superhero mode for three minutes.



#SpeedyTuesday Your complete Ultraman kit. Reserve now. (link in profile)

A post shared by OMEGA (@omega) on Jul 10, 2018 at 3:34am PDT

Omega also recently encouraged consumers to mix and match in a pop-up shop devoted to accessorizing its timepieces.

Located at 11 Rue Debelleye in Paris, the temporary storefront features an interactive screen through which visitors can explore and shop the brand's Nato straps. This first of its kind concept reflects the growing digitization of the watch business, as more brands embrace retail formats beyond bricks-and-mortar ([see story](#)).

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