

JEWELRY

## Omega reignites its spotlight on history with women

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Nicole Kidman opens the Omega Her Time exhibit. Image credit: Omega

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By STAFF REPORTS

Swiss watchmaker Omega is working with actress Nicole Kidman for a special exhibit that caters to women.

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"Her Time" is the brand's exhibition launching in St. Petersburg that showcases the evolution of women's timepieces, beginning as early as the 1900s. Vintage artwork and Omega advertising will complement the pieces throughout the installation.

Timing for her

Omega's exhibit opening kicked off with a special event hosted by Ms. Kidman in hopes to embody its female customer.

The actress is an ambassador for the brand, which has noted that she often wears a vintage Omega timepiece on the red carpet.

"It goes without saying that the watches in the exhibition are incredibly beautiful works of art in fact," Ms. Kidman said in a statement at the event. "But when you consider how Omega set out to make precision watches for women, not just elegant decorations, well that's also about having respect for women, and for me, that makes the watches even more exceptional."

The exhibit's collection ranges all the way to today's styles including the De Ville Trsor, the Seamaster Aqua Terra and the Ladymatic. The pieces date back to the 20th century, a time during which, as Omega explains, women were starting to find their place and collective voice.

Omega launched its first ladies watch in 1902, which is where the exhibit begins, touching on iconic timepieces in the years to follow.



*Omega features old marketing in its exhibit. Image credit: Omega*

The Swiss watchmaker previously put the focus on women with the opening of the female-centric exhibit in Milan.

"Her Time" featured archival timepieces and vintage imagery and advertising, shedding light on the evolution of the fashion statements women have made through their wristwatches over the past 100 years. This exhibit positions Omega as a go-to brand for style-conscious women, an effective message especially as watches are used for fashionable rather than functional purposes ([see story](#)).

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