

JEWELRY

Omega, Hodinkee celebrate decades of watch retail

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Omega releases celebration edition. Image credit: Omega

By STAFF REPORTS

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Swiss watchmaker Omega is celebrating its 10-year relationship with online watch hub Hodinkee with a special edition.

A special 39.70 mm chronograph as a tribute to the Speedmaster "Day-Date" will be available in 500 pieces to celebrate the decade anniversary. Only available on the Hodinkee Web site and Omega stores, the watch will retail at \$6,500.

Omega and Hodinkee

The "Day-Date" was created 20 years ago with a special dial design and color-coding that will be represented in the limited-edition.

Omega's Speedmaster "Hodinkee 10th Anniversary" will be featured in a steel case with a blue/gray strap, Arabic numerals and black and white minute/hour hands.

"Speedmaster fans will notice that this is not an exact re-creation," said the brand in a statement. "While the triple calendar complication is no longer featured, there are many other familiar touches that recall the original design."

Each of the 500 timepieces will be gifted in a presentation box with an additional grey Nato strap and changing tool.



Omega's special Hondinkee edition. Image credit: Omega

The Speedmaster "Day-Date" is an important part of the Hondinkee family, as its founder, Ben Clymer, was gifted one from his grandfather.

Omega also recently saw immediate success selling its collection of watches created as a tribute to a fan-favorite Japanese series only on Instagram.

To celebrate Netflix's announcement to renew the anime series Ultramann, which aired during the 1960s, Omega has designed a collection available online. The Speedy Tuesday was available exclusively through its Instagram, but sold out within hours ([see story](#)).

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