

JEWELRY

Omega immortalizes product in special anniversary book

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Omega's Speedmaster featured in editorial form. Image credit: Omega

By STAFF REPORTS

Swiss watchmaker Omega is tapping into the publishing industry to pay tribute to a special anniversary.

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The Omega Seamaster is celebrating its 70th birthday, and the brand is immortalizing the timepiece with a photography book that details the collection's history. "From Seamaster to Seamaster" features more than 200 portraits of Omega's watches, exclusive to the book.

Diving into publishing

Omega's book release contains 70 different Seamaster models, photographed in a special studio setting. The watch models range from the debut in 1948 to the most recent release in 2018.

The Swiss watch brand has created the book for watch aficionados to keep as a luxury item.

Omega has divided the book into eight different chapters with names such as Hope, Descent, Highrise, Boom, Revolution, Millennium, Bond and Transcendence, keeping with the nautical theme.

"From the very first robust model in 1948, through to this year's state-of-the-art releases in 2018, the special images give an in-depth look into how the Seamaster has expertly bridged the gap between functionality and style during its seven-decade lifetime," said the watchmaker in a statement. "Certainly, it is a must-have book for any watch collector, Seamaster fan or design aficionado."

[View this post on Instagram](#)

#SeamasterDiver The only way is up.

A post shared by OMEGA (@omega) on Oct 2, 2018 at 8:04am PDT

Instagram post from Omega

Recently, the watchmaker turned to one of its famous golfing ambassadors to portray its sporting spirit.

Irish professional golfer Rory McIlroy, one of the most recognizable athletes in golf and a long-time partner of Omega, stars in a new film for the brand in which he takes on a high-altitude challenge. High-end watchmakers consider affluent fans of golf an important consumer segment, leading them to team with the sport's stars ([see story](#)).

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