

JEWELRY

Omega notes timepieces' timelessness in filmic series

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Image credit: Omega

By SARAH RAMIREZ

Swiss watchmaker Omega is commemorating a special milestone through a new film series created in collaboration with a luxury watch marketplace.

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With the Omega Seamaster celebrating its 70th birthday, the watchmaker and consignment platform A Collected Man are releasing short films detailing the personal connections between collectors and their timepieces. By sharing these stories, Omega is able to connect with watch lovers on an emotional level.

Timepiece tradition

Each episode of the five-part series features a British man at the top of his field. The films will be teased on Omega and A Collected Man's social media networks, with the complete versions available on Omega's IGTV channel and A Collected Man's YouTube page.

The first episode stars Michael Hill, clothier and creative director of Drake's. He elaborates on the relationship between the textiles he works with and his Omega Seamaster.

Episode 1 of Omega's new Seamaster at 70 series

Mr. Hill also discusses how his passion for men's fashion was passed down from his father, much like he received his first watch complete with a Nato strap as a gift from his father. His goal, and by extension Omega's, is to make something that is relevant for today that can last decades into the future.

The film is shot in an intimate, documentary-style with a muted color palette, keeping the focus on the details of both the Seamaster and the textiles.

Milestone moments

The brand is also 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.

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 ([see story](#)).

In another initiative that reflects the watchmaker's decades of history, Omega is also featured in the film "First Man," which depicts the story of the first man to walk on the moon. Within the film the Omega Speedmaster is shown on the arm of Neil Armstrong, in congruent with U.S. history in which the watch was selected as the "First Qualified for all Manned Space Missions."

The watchmaker worked with Universal Pictures to provide period-correct timepieces for the film, including the Speedmaster worn by actor Ryan Gosling as Mr. Armstrong ([see story](#)).

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