

JEWELRY

## Omega looks to model of the year for limited edition

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*Omega release special edition strap with model of the year. Image credit: Omega*

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By STAFF REPORTS

Swiss watchmaker Omega has collaborated on a special edition product with one its ambassadors, taking a streetwear style approach to couture.

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Supermodel Kaia Gerber, daughter to supermodel Cindy Crawford and ambassador for Omega's Trsor timepiece, has chosen a camouflage design for limited edition straps. Available for the watch she represents, Ms. Gerber's straps are available in two different colors as well as two different sizes.

### Camo collaboration

Launching this month, Omega will be releasing a strap for its Trsor watch in celebration of Ms. Gerber, who recently became the youngest person ever to win the Fashion Awards' model of the year.

The strap is available in a beige or blue camo pattern, and in width sizes 39 mm and 36 mm with stainless steel buckles and fitted keepers.

Ms. Gerber and Omega's collaboration follows in the footsteps of the model's mother, who previously created a special edition of the Omega Constellation in 1995.

Customers can purchase the straps exclusively at Omega stores.

"As one of the world's most sought-after models, Omega ambassador and face of Trsor Kaia Gerber is often clothed in high-end fashion," says the brand of the collaboration in a statement. "However in her personal life, the young, laid-back Californian is more likely to be seen in street-style than haute couture."



*Ms. Gerber picks out camo designs for the Omega collection. Image credit: Omega*

The Swiss watchmaker is no stranger to limited edition products, as it seeks to create a special relationship with watch aficionados of all kinds.

Omega recently tapped into the publishing industry to pay tribute to a special anniversary.

The Omega Seamaster has celebrated its 70th birthday, and the brand has immortalized 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 ([see story](#)).

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