

WATCHES AND JEWELRY

## Ulysse Nardin backs ocean awareness mission

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*Ulysse Nardin is sponsoring Dan Lenard's transatlantic trip. Image credit: Ulysse Nardin*

By STAFF REPORTS

Swiss watchmaker Ulysse Nardin is celebrating its ties to the sea by endorsing a voyage aimed at shedding light on the need for ocean conservation.

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The Kering-owned house is supporting yacht designer Dan Lenard as he makes a transatlantic crossing from Spain to Miami. Dubbed Vela-Code, the journey is an effort to bring attention towards the oceans, documenting the pollution in the seas and coastlines.

### Setting sail

Ulysse Nardin looks at Mr. Lenard as a modern "Ulysses," playing off its own name and the mythical character.

Mr. Lenard left Cadiz, Spain on Jan. 20 and will be making his way to Miami around Feb. 14, in time for the Miami Boat Show. Along the journey, he will be bearing witness to the ocean's pollution, with the trip intended to be a "distress signal" about the health of the seas.

Taking a traditional approach to sailing, Mr. Lenard will be alone on a 33-foot boat with no modern technology such as engines, a GPS or autopilot. He will also be out of communication with the world until he reaches the Caribbean.

Accompanying him will be a Ulysse Nardin Diver Chronometer Great White.



*Ulysse Nardin is endorsing the conservation-themed voyage. Image credit: Ulysse Nardin*

Along the way, a beacon attached to the ship will allow a crew on land to update followers about Mr. Lenard's progress.

Mr. Lenard co-founded yacht design firm Nuvolari-Lenard, which designs boats for both individuals and shipyards.

"Our manufacture's heritage has strong ties with the ocean," said Patrick Pruniaux, CEO of Ulysse Nardin, in a statement. "Being a part of this adventure is relevant to Ulysse Nardin's values and history."

Ulysse Nardin also celebrating its nautical roots through a partnership with the Fort Lauderdale International Boat Show.

The brand was the official timekeeper of the 59th annual show, during which it co-presented the Winward VIP Club. About 110,000 visitors were expected to visit the show to see exhibitors from 52 countries, giving Ulysee Nardin a global audience for its timepieces ([see story](#)).

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