

WATCHES AND JEWELRY

## Omega plays up James Bond connection in special timepiece

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*Omega is launching a limited-edition watch to mark a James Bond anniversary. Image courtesy of Omega*

By STAFF REPORTS

Swiss watchmaker Omega is celebrating the 50th anniversary of a classic James Bond film with the launch of a limited-edition timepiece that references the brand's connection to the secret agent.

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Omega's new Seamaster Diver 300M marks the anniversary of "On Her Majesty's Secret Service" and is limited to 7,007 pieces. The character of James Bond has worn an Omega timepiece in every film appearance since 1995's "GoldenEye."

007 details

Omega has included many details in the Seamaster Diver that connect the timepiece to the Bond franchise.

The watch comes on a black rubber strap and features a black ceramic dial with a spiral-brushed gun barrel design and 9mm bullet head at the center. The hands and indexes are made of 18-karat yellow gold, including the 12 o'clock index, which takes its inspiration from the Bond family coat of arms.

*Omega is playing tribute to the James Bond film "On Her Majesty's Secret Service"*

For the date window, the "7" that appears on seventh date of every month uses the same font as the "007" logo. The logo also appears on each case, where the limited-edition number is engraved on a gold plate.

Referencing the film's anniversary, a "50" appears on the index for 10 o'clock in dark settings.

The watchmaker often introduces special timepieces for select milestones in history and culture.

Omega recently marked the 50th anniversary of the Apollo 11 moon landing with the release of a timepiece that points to its history with space exploration.

The watchmaker's Speedmaster Moonwatch is the first to house its reconstructed Calibre 321 movement, which was originally used on a number of watches that astronauts wore into space. Omega often celebrates its history with astronauts, pointing to the technological aspects of its timepieces ([see story](#))

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