

WATCHES AND JEWELRY

Ulysse Nardin helps vets hit the waves

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Ulysse Nardin's One More Wave timepiece. Image courtesy of Ulysse Nardin, photo by Aidan Demolli

By STAFF REPORTS

Swiss watchmaker Ulysse Nardin is channeling its connection to the sea into a philanthropic partnership with surf therapy nonprofit One More Wave.

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Ulysse Nardin's history with the U.S. Navy dates back to 1905, when it became the official supplier to that branch of the armed forces. Fittingly, One More Wave builds custom surf equipment for disabled veterans across all branches, enabling them to get back into the ocean.

"Surfing is actually one of the most effective therapies we've ever found for combating depression as well as post-traumatic stress," said Kyle Buckett, managing director of One More Wave, in a statement. "When veterans are in the ocean environment, they are completely in the moment and can escape from their injuries and traumas."

"It's our job to put them out there with the right equipment and tie them in with the growing community of surfing veterans," he said.

Making waves

The partnership is built on a number of shared values, including the idea of bespoke creations. Established by Navy SEALs in 2015, One More Wave owns and operates a workshop in San Diego that creates custom surfboards for the recipients' needs.

Ulysse Nardin's U.S. president Franois-Xavier Hotier was introduced to Mr. Buckett through a mutual friend at the Navy SEAL training camp in Coronado, CA, leading to the eventual the charity collaboration.

The Kering-owned watchmaker has made a donation to One More Wave to support its efforts.

As part of the partnership, Ulysse Nardin has created a limited-edition timepiece dubbed the Diver Deep Dive "One More Wave."

The black and yellow watch includes the nonprofit's logo engraved on the titanium caseback. The watch was designed by One More Wave members to hold up in surfing conditions, with a water resistance of up to 1,000 meters, or almost 3,300 feet.

"In a way, it's not really about the watch," Mr. Hotier said. "It's more about what these guys are doing and the cause they have."

Ulysse Nardin x One More Wave

Ulysse Nardin previously celebrated its ties to the sea by endorsing a voyage aimed at shedding light on the need for ocean conservation.

The house supported yacht designer Dan Lenard as he made a transatlantic crossing from Spain to Miami. Dubbed Vela-Code, the journey was an effort to bring attention towards the oceans, documenting the pollution in the seas and coastlines ([see story](#)).

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