

WATCHES AND JEWELRY

Omega sends Snoopy to the moon with a special edition Speedmaster

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Omega is celebrating its Silver Snoopy Award from NASA with a new Speedmaster. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is marking a milestone with a special anniversary timepiece that sends an iconic cartoon character to space.

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The Speedmaster "Silver Snoopy Award" 50th anniversary timepiece symbolizes Omega's shared history with space exploration and the famous animated beagle. The watchmaker often introduces special pieces to celebrate anniversaries or partnerships.

Silver Snoopy

Snoopy first appeared in Charles Schulz's famous "Peanuts" comic strip in 1950. By the 1960s, the cartoon dog who has a well-documented passion for aviation and exploration became the unofficial mascot for NASA astronauts as a cheerful "watchdog."

In 1968, the program official began presenting the Silver Snoopy Award to people and companies that had contributed to the success of space flight missions. Omega received the award in 1970 after one of its timepieces proved essential to saving Apollo 13.



Snoopy appears to "fly" to the moon on the caseback. Image credit: Omega

The limited-edition Speedmaster celebrates the 50th anniversary of the prestigious award.

It has nylon blue straps, a blue bezel, and a silver dial complimented by blue hands and markings. Snoopy appears in one of the blue subdials wearing the same spacesuit as the Silver Snoopy Award pin.

Other special details include the trajectory of the Apollo 13 mission embossed on the strap lining, featuring the famed slingshot from the far side of the moon. The caseback also has engraved tributes to the mission and the subsequent Silver Snoopy Award for Omega.

The standout feature of the watch is on the caseback, where Snoopy appears "flying" to the moon in his Command and Service Module (CSM). Snoopy travels to the far side of the moon as the second hand is used, while an Earth disc rotates once per minute in sync with the watch's small seconds hand.

Omega is promoting the anniversary watch with a series of videos explaining the history of the watch and showing off its meticulous details. One video is a cartoon of Snoopy imagining his flight to space, complete with the iconic "Peanuts" tune.

Snoopy flies to the moon with Omega

This is not the first time Omega has featured Snoopy on a special timepiece, nor is it the first time the watchmaker has celebrated historic milestones with NASA.

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

Omega'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. Enabling owners to see the movement within the watch, the Speedmaster Moonwatch features a caseback made of sapphire crystal ([see story](#)).

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