

WATCHES AND JEWELRY

Omega memorializes moments in space in Moonwatch push

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The Omega Speedmaster Moonwatch. Image credit: Omega

By SARAH RAMIREZ

Swiss watchmaker Omega is highlighting its history with the space program as it rolls out the latest generation of its Speedmaster Moonwatch.

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In the new short film "Moonwatch Memories," NASA luminaries reminisce about the Gemini and Apollo spaceflight programs, and the special role of Omega timepieces. The watchmaker has been involved with the agency for decades and often celebrates this shared history through special releases and marketing efforts.

"Authenticity is a pillar of luxury," said Chris Ramey, founder of [Affluent Insights](#), Palm Beach. "NASA provides the narrative reinforcing Omega Speedmaster's status as a luxury brand."

Memories of the moon

The documentary short, which is available to watch on Omega's official YouTube page, features retired astronauts Brigadier General Charles M. Duke and Captain James Lovell, as well as aerospace engineer James Ragan. Running eight minutes long, the film incorporates new sit-down interviews with the three individuals as well as archival footage from NASA.

Both astronauts reflect on their beginnings with NASA and discuss the emotional experiences of seeing Earth from space. Brig. Gen. Duke landed on the moon as part of the Apollo 16 mission, while Capt. Lovell has the distinct honor of having flown to the moon twice, as part of Apollo 8 and Apollo 11, without ever walking it.

Three veterans of the Apollo program share their experiences with Omega

Mr. Ragan spent four decades at NASA and was involved with training all the Apollo crews that landed on the moon, as well as their backup crews. Most notably for Omega, Mr. Ragan was tasked with testing all the equipment astronauts used on their flights.

A chronograph, such as the Omega Speedmaster, was an essential tool since it could be relied on to provide accurate timing for crews if there were an electrical or communication issues with the craft.

Mr. Ragan evaluated the performance of the Speedmaster against different pressure, temperature, humidity and shock settings to ensure its durability. He also reveals that he eventually purchased more than 90 Omega watches to equip all of the crews undergoing training.

"I would suspect that the longest piece of NASA equipment since they used it and has been doing a very good job all of these years is really the Speedmaster," Capt. Lovell says in the film.



Archival footage of the Omega Speedmaster. Image credit: Omega

The watch proved its worth when Capt. Lovell and his fellow Apollo 13 astronauts relied on the Speedmaster to keep track of how long they had oxygen during a dangerous power outage.

In a more humorous moment, Capt. Lovell also shares that NASA originally asked for the Omega watches to be returned, but the men all declined.

The newest Moonwatch Professional watch has received the Master Chronometer certification and is inspired by the fourth generation Speedmaster worn by the crew of Apollo 11. Similar to its predecessor, it features an asymmetrical 42mm case.

With a suggested retail price of \$7,150, the stainless steel watch has other Speedmaster details including three chronograph subdials and the dot over 90. It has also been updated with advanced anti-magnetic technology and a new clasp.

Moonshot legacy

Omega does not shy away from touting its history of space exploration, but takes different approaches ranging from reverential to whimsical.

In a similar 2017 effort, the watchmaker celebrated the 60th anniversary of the Speedmaster and its role in the Apollo moon mission in 1969 with a short documentary featuring Buzz Aldrin and brand ambassador George Clooney.

The documentary, titled "Starmen," brought the two men together to view footage of the Apollo space flight mission and talk about its effects on them and the world. Throughout the film, the two men discussed the Omega Speedmaster and its role, as the watch was worn by astronauts during the mission ([see story](#)).

More recently, Omega marked a milestone with a special anniversary timepiece that sends an iconic cartoon character to space. The Speedmaster "Silver Snoopy Award" 50th anniversary timepiece symbolizes Omega's shared history with space exploration and the famous animated beagle ([see story](#)).

"Brands are defined by their association," Mr. Ramey said. "Few brands have earned the right to land on the moon. "