

WATCHES AND JEWELRY

## Omega taps Caeleb Dressel as newest ambassador

August 3, 2021



*Olympic swimmer Caeleb Dressel tapped as Omega brand ambassador. Image credit: Omega*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega, the official timekeeper for the Tokyo 2020 Olympics and an Olympics sponsor since 1932, has recruited American swimmer Caeleb Dressel as a brand ambassador.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The 24-year-old Florida-native made his Olympic debut at the 2016 Summer Olympics in Rio de Janeiro, where he took home two gold medals, and will leave this year's competition in Tokyo with five more. Mr. Dressel joins Americans Michael Phelps, Mark Spitz and Matt Biondi as the only swimmers to win this many gold medals at a single Olympics.

**Time for gold**

It is only fitting that Omega would recruit the swimming powerhouse, after the U.S. men won the 4x100 medley relay, beating the world record by half a second.



*Mr. Dressel is leaving Tokyo with five gold medals. Image credit: Omega*

As the official timekeeper of the Tokyo Games, Omega garnered excitement for the renowned athletic event by sharing profiles of various Olympic athletes on its social channels, including Mr. Phelps, the most decorated Olympian in history.

Ahead of the games, Omega released creative short films, commemorative watches and expanded its relationship with Mr. Phelps.

In one dynamic film, Omega presented the electronic starting pistol, a compact, red and silver device with the watchmaker's brand name embellished on the front. The pistol uses light and sound to ensure an equal start for each Olympic athlete.

Another Omega film uses a split-screen editing technique to present images of Japan, Olympians and timepieces side-by-side ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.