

WATCHES AND JEWELRY

Ulysse Nardin introduces new diver timepiece

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Ulysse Nardin's new Diver Chronograph 44mm Limited Edition Great White. Image courtesy of Ulysse Nardin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Ulysse Nardin is honoring an ocean predator with the latest edition of its diver collection, the Diver Chronograph 44mm Limited Edition Great White.

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To celebrate the new titanium timepiece, which can withstand depths up to 300 meters, the brand has introduced its newest ambassador a 12 foot male great white shark aptly named Ulysses. With the new limited edition diver watch, the brand is hoping to correct misconceptions about the long-feared animal.

"Ulysse Nardin's connection to water is once again evidenced by our latest diver watch, the Great White," said Patrick Pruniaux, CEO of **Ulysse Nardin**, in a statement. "Not only are we committed to creating the best technical timepieces for exploration, but we continue to support ocean sustainability through meaningful partnerships with organizations like Ocearch who are doing the work to maintain the species for future generations."

Great White

With better understanding through research and preservation efforts, the massive fish White Shark is taking its place as the hero of the seas, a critical part of the ocean's ecosystem by maintaining balance in the food chain.

The new 44mm chronograph in titanium features a white concave unidirectional rubberized bezel. The grey dial aims to mirror the skin of the shark and the white rubber straps are accented with a silhouette of the animal.

The Diver Chronograph 44mm Limited Edition Great White follows a tradition of shark-named diver watches from Ulysse Nardin, including a women's Great White Diver launched in 2019.



Ulysses, the brand's newest shark ambassador. Image courtesy of Ulysse Nardin

In 2020, the brand partnered with white shark research organization [Ocearch](#), whose mission is to provide open-source data on the species through its program of catch, study, tag and release.

Soon after the partnership, a young adult female Great White was caught and tagged off the coast of Massachusetts and named Andromache, becoming Ulysse Nardin's first official shark ambassador.

She currently resides off the coast of Nantucket and can be [tracked](#).

In June, Ulysse Nardin celebrated World Oceans Day with a limited-edition, shark-themed Diver timepiece, featuring a strap made with 100 percent recycled fishing nets.

The brand has an extensive line of marine watches and counts [Ocearch](#) and Florida International University among its research partners ([see story](#)).

In honor of the new diver watch and the on-going partnership with [Ocearch](#), they announced the capture, study and release of Ulysses, the brand's newest ambassador.

An adult male white shark, Ulysses measures 12 foot 4 inches long and weighs 990 pounds. He was tagged in the North Atlantic Sea off Ironbound Island, Nova Scotia on Sept. 14, 2021.

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