

WATCHES AND JEWELRY

Omega dives deep into brand heritage

January 12, 2022



The Omega Marine was certified for diving in 1932. Image credit: Omega

By NORA HOWE

Swiss watchmaker Omega is exploring its longstanding relationship with the ocean through a new film effort promoting its historic Seamaster diving watch collection.

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

The brand's ocean heritage began in 1932 with the release of its first divers' timepiece, the Marine. Since then, Omega has been working to position itself as a leading high-performance equipment timepiece maker.

Diving in

In the nearly 3-minute vignette, titled "The Dive Begins," Omega details the brand's product history, as well as the new explorations those products enabled.

The Marine divers watch was first certified at a depth of 73 meters, almost 240 feet, underwater.

While technology has certainly advanced modern deep-sea diving and exploration, at the time, this was a major feat. Although the watch was certified at 73 meters, tests actually showed the Marine could successfully withstand depths almost double that distance due, primarily, to its double-case design.

Omega's history with the ocean and deep-sea diving began in 1932

The original design featured an internal case housing the movement which slid inside of an exterior case sealed for protection.

According to the film, this also enabled the protection of the watch's crown, the mechanism responsible for setting the watch's time.

Two years after the Marine was certified for diving, an American marine biologist wore the watch during a series of dives using a Bathysphere a less than 5-foot wide spherical deep-sea submersible which was lowered into the ocean using a cable off the coast of Bermuda.

Prior to these 1934 dives, no individual had gone deeper than 107 meters, or 351 feet. The pair of divers in the Bathysphere set a record of 923 meters, or 3,028 feet.

According to Omega, this dive marked the first time a biologist observed deep-sea marine animals in their natural

environment.

Omega now has four categories within its Seamaster timepiece offerings: Aqua Terra 150meter, Diver 300meter, Planet Ocean 600meter and the Seamster 300 Heritage models. Watches range in price from \$6,150-\$66,000.



The Bathysphere submersible, circa 1934. Image credit: Omega

"Being a leader in any field takes commitment and courage," says the film's narrator. "Omega believes that by pursuing the highest quality engineering, we're providing the ultimate precision and reliability for those daring enough to push the limits of knowledge."

Pushing the limits

While this campaign celebrated Omega's particular history with deep-sea diving and pushing the limits of water pressure, the brand has historically promoted itself based on the idea of reaching new depths especially in sports.

The Swiss watchmaker became a sponsor and official timekeeper of the 1932 Olympic Games in Los Angeles, and tradition that continues to this day.

Ahead of the 2020 Tokyo Summer Olympics, Omega had released creative short films, commemorative watches and expanded its relationship with Michael Phelps, the most decorated Olympian in history.

In one dynamic and futuristic vignette, 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](#)).

Following the Games, the watchmaker tapped American swimmer Caeleb Dressel as a brand ambassador, where he joined fellow American Olympic swimmers ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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