

WATCHES AND JEWELRY

Omega measures more than time in new Olympics spot

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Omega has been the official timekeeper for the Olympics for decades. Image credit: Omega

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For both Swiss watchmaker Omega and the Olympics, the time for greatness is always the present.

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Omega continues to celebrate its longstanding relationship with the Olympics in a new spot celebrating its timekeeper duties ahead of the 2022 Winter Games. A short film, spliced with various winter sports and successes, garners excitement for the Games which begin on Feb. 4.

"It's all about precision," said Casey Golden, founder/CEO of Luxlock, New York. "Olympic Games timekeeping is an Omega legacy that began in 1932, a history few consumers are aware of but a collaboration worthy of knowing,

"What better way to amplify excellence than showcasing the athletes' world-class precision."

Time for gold

For many athletes competing in the Olympics, timing is everything. The measure of time is absolutely crucial in the game, identifying record breakers, medal winners and greatness.

Omega has had the responsibility of measuring time for 29 previous Olympic games. Beijing 2022 marks the watchmaker's 30th Games.

During The Olympics, Omega measures more than just time

In its new "We Measure" vignette, Omega illustrates how its timekeeping does not only measure time, but instead the immense precision, talent and more that is required of Olympic athletes.

Between spliced clips of figure skating, ice hockey, skiing and other winter sports, the watchmaker reminds viewers of the passion and emotion of the Olympics and all that the Games entail.

On Omega's website linked in the information of their new video, viewers will find an official Olympics countdown, information on the brand's relationship with the Games and two commemorative watches.

The Beijing 2022 Omega collection includes the Seamaster Diver 300m Co-Axial Master Chronometer with a deep

blue face and the Seamaster Aqua Terra 150m Co-Axial Master Chronometer with a white face and deep blue watch hands.



Omega Seamaster Aqua Terra "Beijing 2022." Image credit: Omega

The Seamaster Diver timepiece has five special minute-markers as a special tribute to the Beijing Games, with each marker created in the five colors of the iconic Olympic Rings. The watch's caseback also includes a stamped Olympic Winter Games Beijing 2022 emblem.

The Seamaster Aqua Terra timepiece's caseback also has the Beijing 2022 emblem.

Luxury Olympic greatness

Several luxury brands do not miss an opportunity to position themselves in the Olympic Games, from advertising to launching new products inspired by the Games.

Italian fashion label Fendi unveiled a sporty capsule collection in anticipation of the 2022 Beijing Winter Olympics.

The skiwear-inspired capsule is available on Fendi's Chinese ecommerce site and select boutiques worldwide. To promote the new offerings, the brand tapped longtime ambassador, Hong Kong-born recording artist Jackson Wang ([see story](#)).

When considering the luxury brands with the most prominent roles in the Olympics, Omega is rightfully at the top of the list.

Ahead of Tokyo 2020, the watchmaker touted its involvement in several activations. Omega released creative short films, commemorative watches and expanded its relationship with Michael Phelps, the most decorated Olympian in history ([see story](#)).

In its new spot, Omega has captured the emotion of the Olympics and the human element that draws so many viewers to the Games.

"It's hard not to be emotionally pulled into the Olympic Games, it's emotional and connects us across the globe," said Ms. Golden. "It's a unique moment in time when the entire world is connected and ultimately inspired."