

WATCHES AND JEWELRY

Ulysse Nardin taps master watchmaker for out-of-this-world campaign

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The Blast Moonstruck astronomical timepiece. Image courtesy of Ulysse Nardin

By SARAH RAMIREZ

Swiss watchmaker Ulysse Nardin is celebrating its legacy of innovation with a new campaign and special timepiece.

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Ulysse Nardin enlisted master watchmaker Ludwig Oechslin in a stirring campaign to discuss the house's newest special edition timepiece, which was inspired by the night skies that have guided humans for millennia. In another nod to astronomical movements, the release of the Blast Moonstruck coincides with the start of a new lunar year.

"This campaign is unique because consumers, for the first time, are introduced to a legendary watchmaker in Ludwig Oechslin, a true renaissance man who is both a technical genius of engineering and a scholar of astronomy, philosophy, history and archaeology," said Marty Hurwitz, CEO of [MVI Marketing](#), Austin.

"The significance of this introduction is that most consumers know very little about how fine Swiss watches are made," he said. "They were tech way before tech was cool and Ludwig Oechslin is a giant in the watchmaking profession."

Blast off

Ulysse Nardin's new film begins with dramatic music and a brief shot of an industrial desk, illuminated by a bright light. The scene then transitions to white before the sun is shown rising over Le Locle, the birthplace of Swiss watchmaking.

Mr. Oechslin, who serves as the film's narrator in his native Swiss, first appears in silhouette overlooking the snow-capped city.

Ludwig Oechslin opens up about the Blast Moonstruck

"What you see in the sky, the course of the sun: that's something you can experience with your senses," he says. "And how you can understand it, that fascinated me."

The scene transitions back to the desk from the opening scene, revealing the master watchmaker at work.

In a sit-down interview, Mr. Oechslin describes his early days with Ulysse Nardin and his inspiration behind the Moonstruck complication that he developed for the watchmaker. B-roll shows his precise techniques in creating the timepiece as he describes the challenges behind his work.

"A beautiful mechanism is simply a beautiful mechanism, and remains so, and remains fascinating, whether it is understood or not," Mr. Oechslin says.

Priced at \$73,900, the new Blast Moonstruck is the successor to a trio of astronomical timepieces Ulysse Nardin and Mr. Oechslin introduced in 1985, including the Astrolabium Galileo Galilei watch.

FLY ME TO THE MOON#UlysseNardin unveils the new #Blast #Moonstruck, an #AstronomicalComplication watch. STAY TUNED!

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Ulysse Nardin (@ulyссе_nardin) February 1, 2022

Ulysse Nardin took to social media to tease the new watch

The Blast Moonstruck's black mineral dial gleams with more than 40 jewels for stars, a world map and sun and moon indicators orbiting around the face's circumference. The black ceramic and sapphire crystal case is complemented by a black strap in alligator, velvet or rubber.

The watch's astronomical complication functions include hours, minutes and date; a moon phase indication; days of the lunar month; tidal coefficients; world timer; dual timer and, most notably, the positions of the sun and moon around the earth.

Innovative legacy

Ulysse Nardin often reflects on its heritage in a way to differentiate itself in a crowded space.

As part of its 175th anniversary, the watchmaker's extensive video series, "A Story of Time," reviewed its innovative efforts in becoming a trailblazer in chronometry. The campaign highlighted the leaders, materials and movements that encompass the brand and its growth alongside pivotal moments in global history ([see story](#)).

The watchmaker is facing a pivotal moment of its own, as French luxury conglomerate Kering recently announced the sale of Ulysse Nardin, as well as fellow Swiss watchmaker Girard-Perregaux, to Sowind Group SA ([see story](#)).

"This new campaign is a very positive reflection on the Ulysse Nardin brand, particularly in light of their recent management buyout of the Kering ownership," Mr. Hurwitz said. "Bringing the people behind the product to the consumer's mindset is always a step forward for a luxury brand, particularly when those people responsible for product development are so renowned and worldly and have such wonderful stories in their own right.

"Consumers gravitate to honest, sincere stories in their brands and learning more about the incredible engineering, at a microscopic level, that goes into the creation of the Ulysse Nardin Blast Moonstruck is powerful," he said. "Hearing about it from Ludwig Oeschlin is a rare treat."