

WATCHES AND JEWELRY

## Omega announces Zo Kravitz as newest ambassador

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*Zo Kravitz is the new face of Omega. Image credit: Omega*

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega has added a familiar face to its lineup of brand ambassadors, actress and model Zo Kravitz.

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Daughter of legendary musician Lenny Kravitz and actress Lisa Bonet, Ms. Kravitz has made a name for herself having secured prominent acting roles in HBO's "Big Little Lies," "High Fidelity" and, most recently, *The Batman*. Now, she serves as Omega's new representative, marking a more edgy and youthful direction for the watchmaker.

"I love the adventurous spirit of Omega," Ms. Kravitz said in a statement.

Face of luxury

As part of the ambassadorship announcement, Ms. Kravitz selected the purple Omega Constellation Quartz 28-mm as her designated watch, which retails for \$3,700 and is prominently featured in the black-and-white still campaign.



*The Constellation Quartz 28-mm series includes four different colors, such as Ms. Kravitz's choice, purple. Image credit: Omega*

Ms. Kravitz is no stranger to luxury brands, as she has been featured in campaigns for U.S. jeweler Tiffany & Co. and Italian fashion house Balenciaga. She has also served as an ambassador for YSL Beauty for nearly five years ([see story](#)).

In addition to her growing portfolio within the world of film and television, Ms. Kravitz has also become a fashion and cultural icon.

She joins Omega alongside other notable celebrities and figures, including actress and her "Big Little Lies" costar Nicole Kidman, model Kaia Gerber and Olympic swimmer Caleb Dressel.

As the official timekeeper of the Olympics, Omega tapped Mr. Dressel last year after he took home five gold medals for Team USA at the summer games in Tokyo ([see story](#)).

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