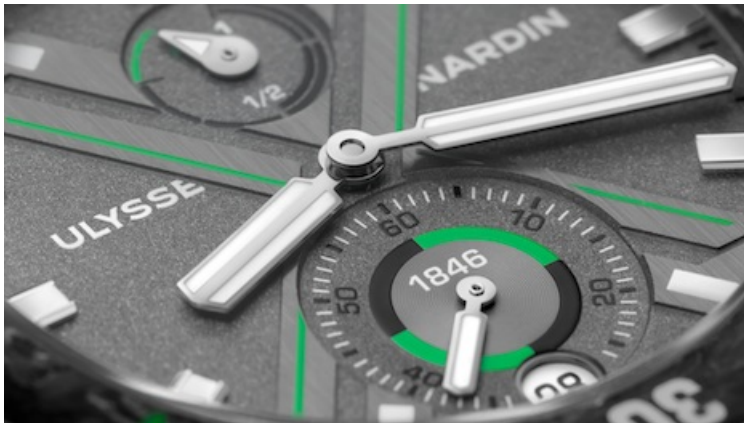


WATCHES AND JEWELRY

Ulysse Nardin announces first sustainable watch release

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The new timepiece is a symbol of the luxury sector's continued prioritization of sustainability. Image courtesy of Ulysse Nardin

By KATIE TAMOLA

Swiss watchmaker Ulysse Nardin is stepping up its sustainability strides, releasing a model that is largely composed of recycled fishing nets.

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Working in conjunction with The Ocean Race, a global yacht race, The Ocean Race Diver was born. The design is sophisticated and environmentally friendly, a symbol of the watchmaker's pledge to do its part in protecting the ocean.

"How can we transform some of this plastic into a luxury item? With the help of start-ups such as FIL&FAB, we have successfully managed to fabricate and sell watches derived from recycled fishing nets," said Patrick Pruniaux, CEO of Ulysse Nardin, in a statement.

Diving in

The Ocean Race Diver will be the official timekeeper for the open-sea sailing race scheduled to begin in Spain on January 15, 2023. With the new timepiece, the partners are pledging to protect the ocean and begin a countdown for positive results by 2030.

In September 2020, Ulysse Nardin began its journey towards a circular economy in favor of the ocean with its release of the R-strap, a wrist strap made entirely from recycled fishing nets, used with the Marine, Diver and Freak X watches.

Peter Thomson, the United Nations' special envoy for the ocean, praises the efforts

In November 2020, the brand promoted Diver Net, an experimental concept watch designed to be as environmentally friendly as possible.

Next month, Ulysse Nardin's new watch made from recycled fishing nets will become the first sustainable luxury watch to be put on the market. It will be part of a limited-edition of 200 pieces.

The piece features Nylo carbonium side case and case back; recycled stainless steel case components; carbonium

bezel decoration; and a wrist strap with scratch closing.

The new timepiece is a symbol of the luxury sector's continued prioritization of sustainability.

Ulysse Nardin is aiming to raise awareness by creating a "new from old" piece, spotlighting the opportunities inherent in regenerating materials, especially plastic.

The brand worked with FIL&FAB to make the timepiece as desirable as if it were made from a more conventional material than polyamide.

As Ulysse Nardin's sustainable efforts continue, it is clear that they are not just speaking, but also acting.

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

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