

WATCHES AND JEWELRY

Omega welcomes track-and-field icon to ambassador roster

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Allyson Felix for Omega. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is making its second ambassador addition of the week, adding Olympic legend Allyson Felix to its team.

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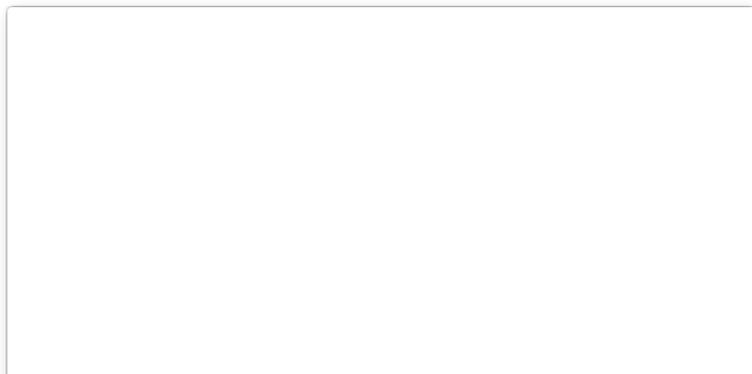
Ms. Felix, the winner of 11 Olympic Games medals including seven golds, is a fitting ambassador for the Olympics official timekeeper. Earlier this week, Omega also announced actress Zo Kravitz as a new ambassador in a youthful push ([see story](#)).

"Allyson represents the exact dedication and talent it takes to reach the top," said Raynald Aeschlimann, president/CEO at Omega, in a statement. "She's an inspiration to any young athlete, and I'm so glad we will now be working so closely together."

Going for gold

Ms. Felix took to social media to announce the new partnership.

"Omega has been there as a timekeeper throughout my athletics career," Ms. Felxi said in a statement. "It's been an honor to rely on their precision for some of my fastest ever moments and I'm thrilled to wear their watches as a symbol of the brand's quality."



[View this post on Instagram](#)

A post shared by Allyson Felix (@allysonfelix)

Allyson Felix has a decorated athletic career

Ms. Felix competed in her first Olympics in 2004, winning a silver medal in the 200m event. She is now the most decorated American athlete in Olympic track-and-field history.

Other Omega ambassadors with their own Olympic legacies include Michael Phelps, Shaun White and Noah Lyles.

The watchmaker, which has been the official timekeeper of the Olympics since 1932, often touts its connection with the Games to reinforce its reputation for precision and excellence.

To celebrate the Beijing 2022 Winter Games earlier this year, Omega launched an animated series centered on its innovation. "How We Measure" used animated graphics to thoughtfully explain the brand's role in measuring time during the event ([see story](#)).

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