

WATCHES AND JEWELRY

Omega honors women at new Miami lounge

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The new space in Miami features the house's seven women ambassadors. Image courtesy of Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is inviting guests to indulge in a new outdoor space in Miami, the Omega Secret Garden.

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The space pays homage to women and the brand's secret jewelry watches of the early 20th century. At the Omega Secret Garden, visitors may take a journey through time, exploring Omega's history and evolution of watchmaking.

Space for women

Omega's Secret Garden aims to represent the various attitudes, styles and personalities of women around the world.

The space was inspired by Baroque-style gardens of the 17th century, but with a contemporary flair. Upon entering the outdoor lounge, guests are welcomed by a display of vintage posters.



An aerial view of the outdoor lounge in South Florida. Image courtesy of Omega

From there, they may enter individual rooms for photo opportunities, such as one that is filled with the French-inspired toile de juy pattern found on Omega's De Ville Mini Trsor watch.

The journey culminates with a gazebo that displays images of seven women: Nicole Kidman, Zo Kravitz, Allyson Felix, So-hee Han, Dongyu Zhou, Kaia Gerber and Kiko Mizuhara. Each black-and-white portrait is accompanied by a respective quote, a continuation of a campaign launched last month.

In June, Omega celebrated femininity, independence and ambition in a series starring some of its top ambassadors. The Omega My Choice campaign features the same seven women, who discuss their careers and the value of being true to themselves ([see story](#)).

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