

JEWELRY

Omega takes to the slopes for Stars in St. Moritz'

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Omega presents "Stars in St. Moritz." Image credit: Omega

By AMIRAH KEATON

Swiss watchmaker Omega is finishing out ski season strong.

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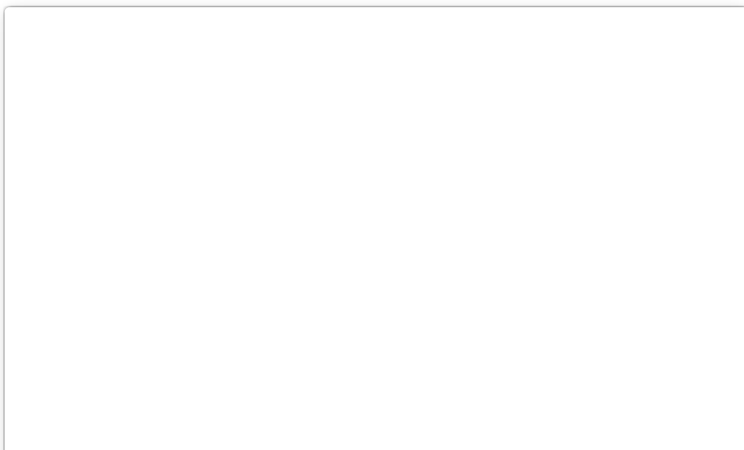
The brand has brought a number of celebrities on board for a new activation centered on the brand's annual competitive bobsledding event. A new campaign ensures that the heritage company's timepieces, and timekeeping capabilities, remain in view.

"It is hard to imagine a more OMEGA way of saying welcome to Switzerland," said Raynald Aeschlimann, president and CEO of Omega, in a statement.

Snow Daze

Launched right at home amid the Swiss Alps, Omega presents "Stars in St. Moritz," an initiative that features an impressive lineup of talents, each of whom joins the brand during resort season for Bob Run 2023.

The group includes American actors Chase Stokes, Kat Graham, Debby Ryan, Australian actor and "Ginny and Georgia" star Felix Mallard and Canadian performer Alexander Ludwig.



[View this post on Instagram](#)

A post shared by OMEGA (@omega)

English actors Tom Felton and Hero Fiennes Tiffin, the former a "Harry Potter" star and New York Times best-selling author, and the latter, the star of the "After" franchise also comprise the collective.

In light of the retreat, Omega has released a full-length video capturing the initiative.

Of all alpine activities, the group partook most readily in the Bobsleigh expedition, heading down St. Moritz's many mountainsides through the digital drop.

Other on-site offerings included horse-drawn sleigh carriage rides, shown within the clip's first few moments.

Friends of Omega join the brand for a bob ride down St. Moritz's famous Olympia Run

This year, Omega's "purposely-built igloo" hosted guests for fine dining experiences and additional photo opportunities at the brand's "aprs-bob" party.

Displayed atop the winter racing apparatus featured is evidence of the company's active Olympic Sports involvement.

Omega has been entrusted with keeping time on bobsleigh competitions at the Olympics for almost a century and an official partnership with IBSF was established in 2002.

Supporting campaign content for this round includes a teaser video, and campaign landing page, available for review alongside more event information on Omega's [site](#).

#OmegaOfficialTimeKeeper

The brand's rich timekeeping history underlies its latest release, as speed is the foundation and wins can come down to fractions of a second.

The oldest in the world, the Olympia Bob Run in St. Moritz is the only naturally refrigerated execution.

The city's bobsleigh hosting history extends back to 1928, the year of stationing for St. Moritz's first Olympic Games. The region would go on to host 20 years later in 1948.

Jump in the bobsleigh to discover how we measure this fast-paced sport.

<https://t.co/41aHRBGhNr#OMEGAOfficialTimekeeper #Beijing2022 @Olympics pic.twitter.com/NEXQjSM0Nu>

OMEGA (@omegawatches) February 12, 2022

Most recently, Switzerland's popular resort town ([see story](#)) was used for the Winter Youth Olympic Games Lausanne in 2020, as well as a number of International Bobsleigh and Skeleton Federation (IBSF) World Cup events, both officially timed by Omega.

In "How We Measure," a collection of videos released early last year, the watchmaker utilizes animated graphics to thoughtfully explain Omega's role in measuring time during the esteemed Winter Games.

Building off the excitement of the historic sporting event, Omega balanced education and entertainment in the new effort to highlight why the brand has been entrusted with this important responsibility ([see story](#)).

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