

JEWELRY

## Omega ambassadors boost new Aqua Terra editions

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Actress Zo Kravitz sports a pastel-shaded chronometer, fronting the company's "Every Shade of You" campaign. Image credit: Omega

By AMIRAH KEATON

Swiss watchmaker Omega is embracing self-expression with a series of celeb-filled spots and a spectrum of swatches.

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The brand's latest presentation pushes five novel dial shades, introducing the pastel options into Omega's Aqua Terra Shades lineup. A unique set of global talents – actors Zo Kravitz, Eddie Redmayne and Zhou Dongyu – front the company's luxury chronometers and, in doing so, enthusiastically encourage future owners of the colorful timepieces to stand out in a similar fashion.

"The brand apostles appropriately reflect an energy and dynamism to the brand and campaign," said Chris Ramey, CEO of Affluent Insights, Palm Beach.

### Aqua Terra talents

A cast of stars with international appeal come together to celebrate the launches, sporting Omega's 34 mm and 38 mm arrivals.

For this activation, the brand stays consistent, sticking with familiar faces who hail from home countries around the world, for a trio of animated digital snippets. Each ambassador receives a respective 30-second slot, comprising the "Every Shade of You" campaign.

*Award-winning Chinese actress Zhou Dongyu is one of three famed faces fronting Omega's "Every Shade of You" campaign*

The accompanying assets help to characterize the collection, continuing themes of individuality and showcasing the joys of customization on the main stage.

Against simple, white backgrounds, and managing complementary props, Ms. Kravitz, Mr. Redmayne and Ms. Dongyu have little choice but to shine as brightly as the new releases ornamenting their wrists.

With styles meant to mimic oceanic textures and earthy terrains, smaller members of the polished collection arrive

in pastels such as sea blue, lagoon green, sandstone, shell pink and lavender.

*British star Eddie Redmayne wears a timepiece with a saffron-colored dial in 38 mm*

Aqua Terra's larger watches are available in comparatively more saturated shades, including atlantic blue, bay green, sandstone, saffron and terracotta.

Omega's debut offerings are powered by the brand's Co-Axial Master Chronometer caliber, a movement certified by the Swiss Federal Institute of Metrology.

The watchmaker's expertise can be observed in the detail of the collection's designs.

All steel-on-steel selections fold in the following key features: trapezoidal or circular date windows at the "six o'clock" mark, 18-karat white gold hands and a redesigned bracelet with rounded links. Pricing for Omega's Aqua Terra 150M options land at \$6,300.

"Colors have meaning," Mr. Ramey said.

"A selection of colors enhances and expands the desirability of the brand."

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