

JEWELRY

Ulysse Nardin brings latest drop to Bondi Beach

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The refreshed timepiece takes over Sydney's world-famous cliffside pool. Image credit: Ulysse Nardin

By LUXURY DAILY NEWS SERVICE

To promote a refreshed product line, Swiss watchmaker [Ulysse Nardin](#) heads Down Under.

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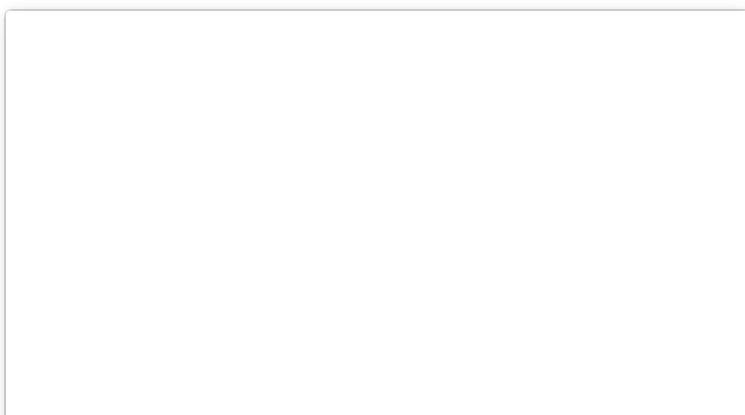
Taking over Sydney's world-famous cliffside swim at Bondi Beach, the brand is tying its latest heritage launch to the ultramodern Icebergs Pool attraction. Available exclusively through a partnership with specialty retailer The House Glass, the maison's flagship "Freak One" timepiece centers a new round of digital content.

Watching the water

The [Ulysse Nardin Freak One](#) watch, which reimagines the brand's original Freak from 2001, was first unveiled at Watches and Wonders in Geneva in March 2023 ([see story](#)). A new activation takes place on the shores of Australia.

A video excerpt dominated by aerial views of the installation captures the partnership's magical moment. Perched atop the coast, imagery for the flagship watch is printed billboard style on the bottom of the Bondi Icebergs, befitting of the creation's diver-friendly design.

Sharing the same signatures of no crown, no hands and no dial, the updated model is much larger. Freak One is also inertia-optimized, making for aerodynamic and movement-friendly operation.



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A post shared by The Hour Glass (@thehourglass_official)

With a wheel comprised completely of silicon, the drop marks the first Freak edition to feature an integrated rubber strap. Showcasing a construction of 30 percent recycled rubber, the upgrade saves waste from the production line of Swiss manufacturer BIWI.

The official timing partner of The Ocean Race has set the item's retail price at \$68,600.

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