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In Mykonos, Omega celebrates 75 years of Seamaster

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The luxury horology brand put a showcase on events and partnerships that were made possible with the use of a Seamaster timepiece. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is commemorating the anniversary of a popular model.

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Holding a celebrity-studded event on the Greek beaches of Mykonos, the luxury horology brand put a showcase on events and partnerships that were made possible with the use of a Seamaster timepiece. While celebrating the 75th anniversary of the line, the label revealed a new collection of watches as a part of the overarching festivities.

"The name says it all," said Raynald Aeschlimann, president and CEO of **Omega**, in a statement.

"The Seamaster is a legend," Mr. Aeschlimann said. "75 years and still going strong."

Master of the seas

Omega invited a slew of famous figures to the Mykonos coast to observe the Seamaster milestone.

The occasion spanned a day and night, featuring a backdrop of seaside views and sounds tinged in blue neon. The oceanic theme tied together the Seamaster line and aesthetics with the setting at hand.

Famous faces from around the world gathered in celebration of the Omega milestone

Among the guests were American actor George Clooney, Mexican actor Diego Boneta, TikTok influencer Jacob Rott, British actor Naomi Harris, American actor Jesse Williams, French rapper Ninho, Canadian television personality and cook Antoni Porowski, Swiss model Manuela Tatjana Frey and American actor Paul Wesley.

In homage to Seamaster, the event featured speeches concerning underwater exploration, conservation talks and discussions of the fresh range of watches, adorned with Summer Blue dials.



The guest list included models, actors and explorers from around the world, all celebrating the oceanic line and new release. Image credit: Omega

Timepieces sporting the specialized and exclusive hue run the gamut in price, from \$5,900 for a Diver 300M to \$14,300 for a Ploprof 1200M.

"All watches feature a unique blue, used in greater or lesser degrees to reflect the water resistance of each model," said Mr. Aeschlimann.

#Seamaster

Precision at every level.

600 metres. The 39.5 mm Seamaster Planet Ocean with blue ceramic bezel, light blue diving scale, blued hands and indexes filled with a unique light blue Super-LumiNova - and Summer Blue dial. <https://t.co/x9WBZ0nQVg#OMEGA> pic.twitter.com/q9vXEdrpYq

OMEGA (@omegawatches) July 3, 2023

Aside from the horological announcements, deep sea explorer Victor Vescovo was among the speakers, who told tales of his record-breaking dives to the depths of the Mariana Trench. Blair Tuke and Peter Burling, members of Emirates Team New Zealand, also spoke, educating the celebrities about their charity Live Ocean.

A candlelit dinner rounded out the evening, a feast commencing as glittering Aegean waves rolled to shore.



From the decor to the talks held during the evening soiree, the ocean was central to Omega's event. Image credit: Omega

Another watchmaker also celebrated a 70-plus-year milestone for a seaworthy spectacle recently, with Rolex sponsoring the 70th edition of the Giraglia offshore yacht racing competition last month ([see story](#)).