

WATCHES AND JEWELRY

# Omega continues Milano Cortina 2026 countdown

January 8, 2026



A dozen Omega brand ambassadors starred in the campaign film. Image credit: Omega

By KIRAN GILL

Swiss watchmaker **Omega** is counting down to the Winter Games.

Today, the horologist released a short film in anticipation of the Milano Cortina 2026, which begins on Feb. 6. Omega will act as the official timekeeper for both the Olympic and Paralympic Games for the 32nd time and is marking the occasion with two commemorative collections.

## Ticking clock

For Omega's Winter Games marketing campaign, which includes both still imagery and a short film, the brand tapped a dozen of its brand ambassadors who span a wide range of sports and nationalities.

The athletes involved in the initiative include U.S. Paralympian Oksana Masters, U.S. speed skater Erin Jackson, Chinese speed skater Gao Tingyu, Japanese ski jumper Sara Takanashi, Italian biathlete Dorothea Wierer, Dutch speed skater Jutta Leerdam, Japanese figure skater Kaori Sakamoto, Swiss freestyle skier Mathilde Grmaud, Swiss bobsleigh athlete Manie Hasler, Swiss Para alpine skier Tho Gmur, Swiss ski cross athlete Fanny Smith and the Swiss men's curling team known as Team Schwaller.

In the minute-long film, clips of the athletes preparing for the event are mixed with scenes of the athletes competing and celebrating victories. The video montage is interspersed with shots of the Omega timekeeping equipment in the act of recording time.

*Omega's film fuses scenes of athletic prowess*

The brand's countdown initiative has also included specialty watches.

For example, to mark 100 days until the beginning of the Paralympic Winter Games, Omega released a dedicated Speedmaster 38 mm model.

The timepiece includes a winter-inspired color palette of sleek silver and icy blue, which is paired with a frosted dial and the watch face's subdials mimic the aesthetic of a ski slope. A stamped Milano Cortina 2026 medallion can be found on the caseback.

Each watch within the Speedmaster 38 collection, which retails for \$6,800, comes with a custom presentation box that pairs the Omega logo with the sporting event.

For the Winter Olympics countdown, the brand released a dedicated Seamaster 37 mm with alligator and moonshine gold details.

The timepiece retails for \$21,700 and features a Grand Feu enamel dial and diamond-polished dauphine hands. The watch's caseback also includes a commemorative logo of the Olympics.

Omega first began its career as the official timekeeper for the sporting event in 1932 and continued the honor for the Winter edition four years later.

### **Fashion-forward uniforms**

In anticipation of the games, and following the fashion-heavy Paris 2024 Olympics ([see story](#)), luxury fashion brands have taken to sharing their creations for the upcoming events.



*Photographer Mark Clinton directed the "Beyond Performance" film for Moncler. Image credit: Moncler*

Last month, Italian fashion company Moncler announced its return to the event as the official sponsor of the Brazilian Olympic Committee and the technical sponsor of the Brazilian Snow Sports Federation's alpine ski team with a promotional film starring Norwegian-Brazilian alpine ski racer and brand ambassador Lucas Pinheiro Braathen ([see story](#)).

In addition, U.S. fashion brand Ralph Lauren unveiled its designs for Team USA's uniforms at the opening and closing ceremonies ([see story](#)).