

# IMAGINE OMEGA

*"Photography is the simultaneous recognition, in a fraction of a second, of the significance of an event as well as the precise organisation of forms which gives that event its proper expression." – Henri Cartier-Bresson*

*French photographer Henri Cartier-Bresson (1908-2004) is considered to be the father of photojournalism. He mastered the art of candid photography and was an early adopter of 35 mm film. Inspired by Hungarian photojournalist Martin Munkacsy's 1930 photograph "Three Boys at Lake Tanganyika", he took to the streets of Paris, Berlin, Brussels, Warsaw, Prague, Budapest and Madrid, and was instrumental in developing the art of street photography or life reportage style.*

*Just as Cartier-Bresson attempted to capture the essence and personalities of his subjects, so too has Omega, in their #ImagineOMEGA photo series, which exquisitely showcases some of the brand's most beloved timepieces and pays homage to its rich and fascinating history. The series of eight photographs shows a selection of watches artistically suspended within in a re-created universe, lovingly protected by a bell jar. The images bring to mind the cherished treasures found in a natural history museum or cabinet of wonders from years gone by. The photographs are a journey through time and space, travelling from the Moon to the darkest oceanic abyss, from a frozen forest between Christmas and the New Year's Eve to the model of a sailing boat exposed in the living room of a house in the Hamptons.*

Photos: © Omega



*"Perfection consists not in doing extraordinary things, but in doing ordinary things extraordinarily well."*

*– Angeliqne Arnould*

## *Simple Perfection Frozen in Time*

If telling time is an ordinary thing, Omega does it extraordinarily well. The Seamaster Aqua Terra Master Co-Axial is equipped with one of the world's most advanced self-winding mechanical movements, offering greater precision, stability and durability. Prepared for an active lifestyle, this luxurious model features a pearled mother-of-pearl dial with 12 diamond indexes, and a Rhodium-plated finish with exclusive Geneva waves in arabesque. This 34-millimetre stainless steel ladies' wristwatch, with its diamond-set bezel, is presented on a matching bracelet. At its heart is the revolutionary OMEGA Master Co-Axial calibre 8520, a movement that can resist a magnetic field of 15,000 gauss and has a power reserve of 50 hours.



*"I have loved the stars too fondly to be fearful of the night"*

*– Sarah Williams*

## *The Brightest Constellation*

The especially dramatic and enduring design concept of the OMEGA Constellation line is characterised by its famous "Griffes", or claws, and striking dials. This luxury model features an 18-carat red gold dial, accented with pearled, white, mother-of-pearl, and 126 glittering single-cut diamonds creatively arranged in the shape of delicate quarter moons. The diamond-paved bezel is mounted on a 27-millimetre 18-carat red gold case and is presented on a matching bracelet. This striking timepiece is powered by the OMEGA Co-Axial calibre 8421, visible through the transparent caseback. The Constellation's self-winding movement with Co-Axial Escapement offers greater precision, stability and durability with its free sprung-balance system with silicon balance-spring. The timepiece's automatic winding in both directions reduces winding time and it has a power reserve of 50 hours.

Photos: © Omega



*"Once you have traveled, the voyage never ends, but is played out over and over again in the quietest chambers, that the mind can never break off from the journey." - Pat Conroy, The Prince of Tides*

## *Adventures on the High Seas*

Omega has a rich maritime heritage and it is beautifully represented by the classic yet robust Seamaster Aqua Terra. The dramatic and easily-recognisable dial design of the Omega Seamaster Aqua Terra 150M collection recalls the wooden decks of luxury sailboats. This model features a lacquered silvery dial decorated with the Teak Concept pattern and a date window at 3 o'clock. A scratch-resistant sapphire crystal protects this unique dial. The stainless steel, 41.5-millimetre case is presented on a brown leather strap. This certified chronometer is powered by the Omega Master Co-Axial calibre 8500, which is resistant to a magnetic field of 15,000 gauss and can be seen through the transparent caseback. This timepiece has free sprung-balance with silicon balance spring, with two barrels mounted in series and automatic winding in both directions to reduce winding time. Its bridges and the oscillating weight are decorated with exclusive Geneva waves in arabesque and it has a power reserve of 60 hours.



*"Be not the slave of your own past. Plunge into the sublime seas, dive deep and swim far, so you shall come back with self-respect, with new power, with an advanced experience that shall explain and overlook the old."*  
- Ralph Waldo Emerson

## *Deep Sea Diving in our Imagination*

It was with Omega's maritime legacy in mind that the brand launched its Planet Ocean line in 2005. The stylish Omega Seamaster Planet Ocean 600M pays homage to Omega's dive watch heritage. This model, with its scratch-resistant sapphire crystal, features a blue dial with a date window at the 3 o'clock position. The blue unidirectional rotating diver's bezel is mounted on a 42-millimetre titanium case and is presented on a titanium bracelet. The timepiece is water resistant to 60 bar (600 metres / 2000 feet), and has a helium-escape valve. The Omega Co-Axial calibre 8500 is at the heart of this certified chronometer and has a power reserve of 60 hours.

Photos: © Omega



*"The butterfly counts not months but moments, and has time enough."*  
- Rabindranath Tagore

## *A Flutter of Activity*

The Omega De Ville Prestige collection has attracted a large and loyal following with its classic, elegant design. These timepieces are characterised by pure styling with luxury finishes, and exude a timeless design. This model features an enchanting, white, mother-of-pearl dial with a decorative butterfly design and nine diamond indexes in 18-carat red gold holders. A scratch-resistant sapphire crystal protects this striking dial. The diamond-set bezel is mounted on a 36.8-millimetre 18-carat red gold case and is presented on a white satin-brushed leather strap with a mother-of-pearl effect. At the heart of this timepiece is the self-winding Co-Axial calibre 2500. It has a power reserve of 48 hours.

*Omega*



*"We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organise and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too." – John F Kennedy*

## *Beckoning our Sense of Adventure*

The Omega Speedmaster is one of the brand's most iconic timepieces. Having been a part of all six lunar missions, the legendary Speedmaster is an impressive representation of the brand's adventurous and pioneering spirit. This Omega Speedmaster Professional "Moonwatch" features a black dial covered by a hesalite crystal and graced by a small seconds sub-dial, 30-minute recorder and 12-hour recorder along with a central chronograph hand. The black bezel, with its tachymetric scale, is mounted on a 42-millimetre stainless steel case and presented on a matching bracelet. At the heart of this chronograph is Omega's mechanical calibre 1861, the famous manual-winding movement that was worn on the Moon. This timepiece is offered with a special Moonwatch presentation box which contains a "NATO" strap, Velcro strap, a tool to change the bracelet and a book highlighting Speedmaster's adventures. It has a power reserve of 48 hours.

Photos: © Omega



*"Every flower is a soul blooming in nature." – Gerard De Nerval*

## *Natural Beauty Blooming*

The Omega Ladymatic is a mesmerising blend of extraordinary design and truly innovative watchmaking. It was crafted for the woman who cares as much about the technology in her timepiece as she does its appearance. This timepiece features an imaginatively designed dial in 18-carat red gold with mother-of-pearl marquetry and diamonds set in the shape of a flower made up of five interlocking Omega logos. The exquisite dial is visible through a scratch-resistant sapphire crystal. The bezel is paved with 184 full-cut diamonds and is mounted on a 34-millimetre 18-carat red gold case. This timepiece is presented on a white satin-brushed leather strap with 18-carat red gold links decorated with diamonds in a snow-set pattern. The transparent caseback makes it possible to view the self-winding Omega Co-Axial calibre 8421 movement within. It has a luxury finish with exclusive Geneva waves in arabesque and has a power reserve of 50 hours.



*"When was the last time you spent a quiet moment just doing nothing - just sitting and looking at the sea, or watching the wind blowing the tree limbs, or waves rippling on a pond, a flickering candle or children playing in the park?" - Ralph Marston*

## *Telling Time by Candlelight*

Characterised by its thin and classic gold case, the Trésor line was first launched by Omega in 1949 and housed the legendary 30-millimetre calibre. More than half a century later, the De Ville Trésor has been reintroduced, equipped with one of the most advanced mechanical movements the brand has ever unveiled. This model has a silvery opaline dial with a domed vintage *clous de Paris* structure and a date window at 6 o'clock. The 40-millimetre 18-carat Sedna™ gold case is presented on a brown leather strap with an 18-carat Sedna™ gold buckle. This timepiece is powered by the anti-magnetic Omega Master Co-Axial calibre 8511 - a unique manual winding movement. It has a power reserve of 60 hours. ■ Lindsay Grubb

Photos: © Omega



*Bullade of Needle Pine*  
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