

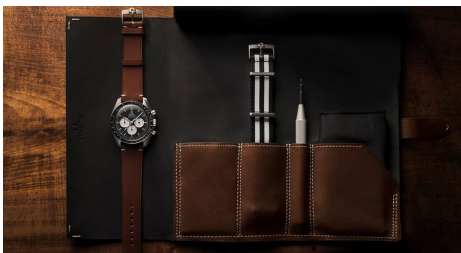
CLASSIC DRIVER

The power of social media created this special edition Omega Speedmaster

Lead

As you'll well know, our weekly watch story falls on a Wednesday. But it felt only right that we break this rule to announce the new limited-edition Omega Speedmaster 'Speedy Tuesday' edition – a timepiece that celebrates the chronograph's devoted online community...

Be Speedy



The Omega Speedmaster is perhaps the only watch with its own dedicated hashtag – #SpeedyTuesday – which enthusiasts and collectors of the chronograph around the world use on the second day of each week to unite and celebrate the legendary timepiece. The tag was coined by the popular watch blog Fratello Watches in 2012 and has grown hugely since then, with even Omega itself using it for its social media activity. Now the watchmaker has revealed (on Instagram, no less) a gorgeous limited edition 'Speedy Tuesday' Speedmaster to celebrate its burgeoning online community, featuring a brushed aluminium case, crown and pushers, a reverse panda dial, retro Omega logos and luminescent radial sub-dials. Fittingly limited to just 2,012 pieces, the 'Speedy Tuesday' edition is [available exclusively via Omega's website](#), marking the first time the brand has offered its products directly for sale online. It's priced at 5,400 CHF and comes in a special leather watch roll with an additional black-and-white NATO strap.

Photos: Omega

Gallery

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