
Countdown to the Winter Olympics with Omega's new Seamaster collection

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As the Official Timekeeper of the Olympics for the past 86 years, Omega knows the importance of making every second count (and looking good while doing it). And with the PyeongChang Winter Olympics just over a week away, Omega has released a new limited-edition collection of Seamasters to celebrate...

Time's ticking





With a dial design inspired by the stopwatches from the Montreal and Innsbruck Olympic Games in 1976, each of the five timepieces from the Seamaster Olympic Games Collection wears a colour from one of the Olympic rings: blue, yellow, black, green, and red. The 39.5mm steel case features a black dial, white hands, date display with the Olympic rings at six, and a colour-coordinated pulse scale on the dial edge. Along with a micro-perforated leather strap that coordinates with the colour on the dial, the colour carries over to the case back, where the cities in which the games have been held — or will be held in the future — encircle the Master Chronometer calibre 8800. Only 2,032 pieces will be produced, at 4,000 GBP each. Can't choose a favourite out of the five? There will also be 100 limited-edition sets available, which will contain five watches with white dials, railway minute track, and black hands — inspired by the stopwatches used at the 1948 Olympic Games in London. Each watch features subtle accents of one ring colour, with a coordinating leather strap. Along with the watches, a miniature last-lap bell will also be included.

Photos: Omega

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