



Time-proof

Whatever the new year brings, face it with an **Omega** on your wrist

Thankfully, the Mayan calendar wasn't quite accurate with its timing for the end of the world, but if you need further relief from tidings of chronological doom, turn to Omega, a brand well known for its meticulous and innovative watchmaking and timeless sense of style.

Omega has long been the go-to watch for times when precision and taste were of imminent concern. Now in its 165th year, the watch brand is ready to turn 2013 into another stellar year with its vast selection of technologically advanced dress watches. In anticipation of a fresh start to the ancient calendars, Omega advances its dashing De Ville and its classic Ladymatic collections, for men and women respectively.

From the swinging '60s came Omega's De Ville, an instant favourite among the burgeoning jetset. Long associated with

fashion and elegance, the De Ville was also known for the brand's cutting-edge watchmaking technology. As testament to De Ville's mark of excellence, Omega chose it to debut its calibre 2500 – equipped with a co-axial escapement – in 1999, a revolutionary piece of watchmaking then and now. In 2007, the De Ville again acquired a new heart with the introduction of the co-axial calibre 8500/8501. The model also introduced the Si14 silicon balance spring that offered an unparalleled level of stability and performance for mechanical watch movements at the time.

The past year saw the launch of the De Ville Chronograph, the definitive dress watch that marries form with function, combining Omega's timeless styling with the brand's innovative watch technology. Designed to complement any wardrobe, the stunning De Ville Chronograph features a 42mm case that

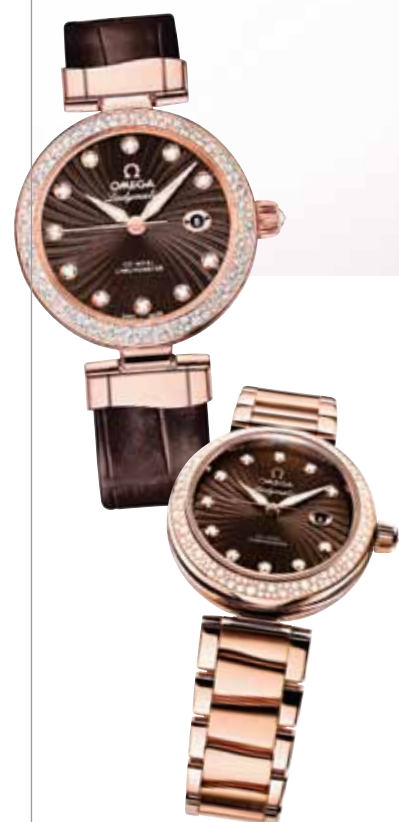


Opposite Page

The Omega De Ville Chronograph

Clockwise From Left

The Omega De Ville Chronograph in blue; the calibre 9301 ticks away



From Top
A peek into the heart of the Ladymatic; the Ladymatic with leather strap and 18K red gold bracelet
Opposite Page
The Omega Ladymatic

comes in 18K red gold on either a brown or blue leather strap.

With our increasingly mobile lifestyles in mind, the hour hand can be changed without affecting the minute and second hands, perfect for the constant traveller. The two-zone dial comes in a choice of opaline silver or blue. The chronograph sub-dial at three o'clock is the 60-minute and 12-hour counters, while the nine o'clock sub-dial is the small seconds hand.

At the heart of the De Ville Chronograph is the co-axial calibre 9301, the first of Omega's exclusive in-house co-axial calibre to incorporate a chronograph function, with an 18K gold rotor and balance bridge.

For women, Omega's Ladymatic made a comeback in 2012. Originally launched in 1955, the wristwatch that defined feminine grace and elegance was relaunched in 18K red gold with a rich brown dial. The 34mm case is pavé with snow-set diamonds, with the option of setting the 18K red-gold bracelet in diamonds as well. The fully diamond-pavé Ladymatic has 894 diamonds with a total weight of 5.46 carats, including the 11 diamond indexes mounted on

the deep brown dial, and the Omega cut diamond on the polished screw-in crown. The glittering timepiece is sure to bring a sparkle to each day of the new year.

A supernova pattern radiates from the centre of the watch face, interrupted by a diamond-polished date window at the three o'clock position. The polished alpha-shaped hour and minute hands are made with 18K gold and are treated with white Super-LumiNova, allowing for easy readability in any lighting conditions.

The movement within is the Omega co-axial calibre 8521, one of the finest women's mechanical watch movements in the world, and one of the smallest automatic movements the brand has created. The exclusive Si14 silicon balance spring, which is also featured in the De Ville, ensures resistance to external shock and environmental disturbances. The mechanism is on display thanks to its polished sapphire crystal case back, which reveals the very heart of Omega excellence.

So forget silly predictions of the end of days – with Omega, you have all the time in the world. ■

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