



PRESS RELEASE

SWATCH SALUTES ONE OF THE MOST ICONIC WATCHES OF THE SWISS WATCH INDUSTRY, by introducing the 11 pieces BIOCERAMIC MoonSwatch collection

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Swatch has collaborated with Omega to imagine an innovative Swatch take on the Speedmaster Moonwatch.

The unexpected, provocative and visionary partnership, a first between Swatch and Omega, is the culmination of a trend of collaborations between luxury and street brands to create innovative new products that blend the best of both worlds.

The brands have drawn their design inspiration from space, to create a collection of eleven Swatch models named after planetary bodies, from the giant star at the centre of the solar system to the dwarf planet at its periphery.

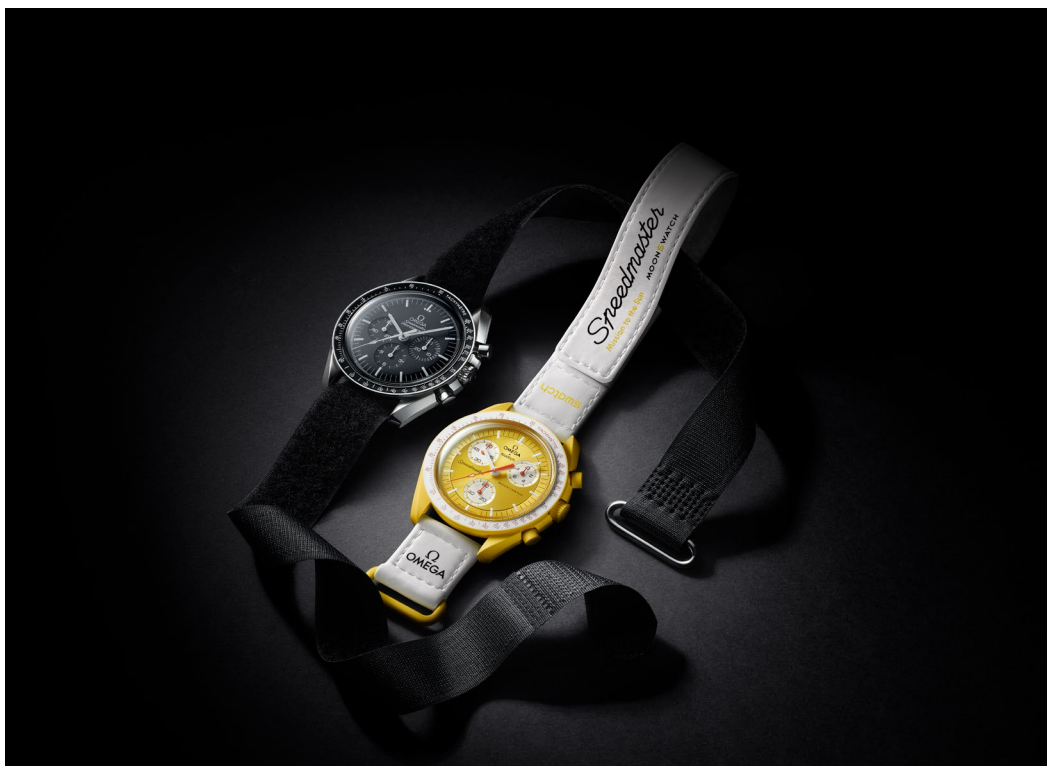
All of the Swatch designs are in the brand's patented BIOCERAMIC, a unique mix of two-thirds ceramic and one-third material derived from castor oil. Although colors like pink and pale blue offer strong clues that these are not your standard Omega Speedmaster watches, a hard-core Moonwatch fan would be hard-pushed to find the difference in the overall look. The key Moonwatch design features are all there. The asymmetrical case, the famous tachymeter scale with dot over ninety and the distinctive Speedmaster subdials, which all work perfectly.

Omega's Moonwatch is legendary and a must-have for collectors. Swatch's witty BIOCERAMIC MoonSwatch collection makes the iconic design accessible to fans everywhere. It's a down to earth take on the watch that went to the moon, which is a perfect representation of Swatch's joy of life and innovation philosophy.

The new collection comes in rarely seen colors. Each MoonSwatch feature its own mission statement, inspirational engravings and joint OMEGA X SWATCH logos on the dial and crown. The battery cover on each watch features a depiction of its planet. A spacesuit-ready VELCRO® strap adds a final touch of astronaut chic.



For those wishing to “Reach for the Planets” a MoonSwatch is a great way to lighten up for the journey. The Swatches are only available in selected Swatch stores from 26th of March.



Discover the collection:

Mission to Uranus



Pale blue tribute to the Greek god of the sky.

Mission to Pluto



Dedicated to the “dwarf” planet in grey and burgundy.

Mission to Venus



Celebrates the planet of love in powdery pink with oval subdials.

Mission on Earth



A celebration of our precious planet in blue and green.

Mission to Mars



A timepiece in fiery red with “Alaska Project” watch hands.

Mission to Saturn



A watch in beautiful beige with Saturn’s rings at 6 o’clock.

Mission to Neptune



Celebrating the ice giant in a freezing deep blue.

SWATCH PR

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www.swatch.com/press

PHOTO MATERIAL AT:
http://swat.ch/BIOCERAMIC_MoonSwatch_Collection

