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my little secret

SEAMASTER #AQUATERRA 30 MM

PRESS KIT

A new chapter unfolds

Since 1902, OMEGA has shaped the world of women's watchmaking. From the earliest timepieces to icons like the Ladymatic, Constellation and the Seamaster. Across decades, OMEGA has defined what time can look and feel like for women, through **craftsmanship**, and **design**.

Twenty-three years after its debut, the Aqua Terra evolves once again. For the first time, the collection is presented in a **30-millimetre case**, introducing a new size to the Aqua Terra family with a **brand-new movement** and featuring **12 new references**.



Twelve beautiful secrets

The Aqua Terra 30 mm collection unfolds across twelve distinct expressions, each with its own character. These new additions include five stainless steel models with polished and brushed bracelets.



The collection also features one model in 18K Sedna™ Gold and three references in 18K Moonshine™ Gold, available in their pure form or in a choice of three two-tone gold combinations with stainless steel.

Each reference showcases vibrant dials with applied hour markers and a date window positioned at 6 o'clock. The intricate calibre movement can be seen through a transparent sapphire crystal caseback.

‘The most beautiful part of the watch
is the one you cannot immediately see,
our new calibres represent OMEGA’s highest
expression of engineering, hidden within yet
defining the watch’s essence.’

Raynald Aeschlimann, President and CEO of OMEGA.



A technical masterpiece

OMEGA's newest calibres were completely reimagined and engineered specifically for this scale.

Each timepiece is powered by one of two new Master Chronometer movements, both with a 20 mm diameter designed specifically for the 30 mm case. Calibre 8750 (with a thickness of 3.98 mm) for stainless steel and two-tone models and Calibre 8751 (with a thickness of 4.08 mm) for Sedna™ and Moonshine™ gold models.

These new movements feature the OMEGA Co-Axial escapement, free-sprung balance with silicon balance spring, and automatic winding in both directions.

Having achieved the Master Chronometer certification, the most demanding series of tests in the industry. These movements offer magnetic resistance to 15,000 gauss and more than 48 hours of power reserve.

OMEGA guarantees exceptional standards of quality and reliability, while offering the perfect balance between high technology and design.





Integrated bracelet design

The Aqua Terra 30 mm collection features bracelets in stainless steel, two-tone stainless-steel, and gold, all with a brushed and polished finish.

The integrated bracelet design features OMEGA's patented screw-and-pin system with butterfly clasp and pushers on cover, with 2 mm easy comfort-adjustment.



Campaign ambassadors

The campaign is brought to life by six accomplished individuals from the worlds of music, fashion, and cinema.



"This watch will never come off, and it will go with every part of my life."

Ashley



Ashley Graham

Model, entrepreneur, and advocate who has helped transform industry standards of beauty and representation.

“If there’s one true formula for accessories,
I would say it’s the layering of
bracelets and watches.”

Danielle



Danielle Marsh

A recording artist who has risen to prominence
in the global K-pop music scene with her distinctive vocal talent.





"My secret to styling this Aqua Terra is always pair it with a nice ring."

Cher



Tems

Grammy-winning singer-songwriter whose layered compositions have earned international acclaim.

"The ultimate secret is just to wear it with joy.
That's the secret."

Ariana



Ariana DeBose

Academy Award-winning actress and performer
celebrated for her versatility across stage and screen.





"My styling secret is 'don't overthink it'.
It styles itself."

Marisa



Marisa Abela

BAFTA-winning actress recognised for her standout performances
in *Industry* and as Amy Winehouse in *Back to Black*.

"The detail of the dial of the Aqua Terra 30 mm was what immediately caught my eye."

Sunday



Sunday Rose Kidman Urban

New face in the modelling industry who brings a fresh perspective to the campaign.





This new collection debuts alongside a campaign themed '**my little secret**', featuring six accomplished women from music, fashion, stage and cinema who bring the timepieces to life. The campaign explores the idea that some things are simply too beautiful to keep hidden.

Collection highlights

- 12 distinct references
- 3 models in 18K Moonshine™ Gold
- 1 model in 18K Sedna™ Gold
- 5 models in stainless steel
- 2 models in stainless steel and 18K Moonshine™ Gold
- 1 model in stainless steel and 18K Sedna™ Gold







Movement features

- Two new movements - OMEGA Co-Axial Master Chronometer Calibre 8750 and 8751 for Moonshine™ and 18K Sedna™ Gold models
- Self-winding movement in both directions
- Master Chronometer certified by METAS
- Co-Axial escapement with 3 levels
- OMEGA free sprung-balance
- NIVACHOC
- Si14 silicon balance spring
- Magnetic resistance to 15,000 gauss
- Rhodium-plated bridges with polished bevels
- 48-hour power reserve

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OMEGA is a company of the Swatch Group, the largest manufacturer and distributor of watches and jewellery in the world.