

Omega SA

Omega SA is [Swiss](#) watch manufacturer. It belongs to the [Swatch](#) Group of companies. It is in [Biel-Bienne](#) (Switzerland). Omega SA produces watches of a high standard. It was founded in 1848 by Louis Brandt in La Chaux-de-Fonds (Switzerland). There are many famous people that promote Omega SA including Michael Schuhmacher, [George Clooney](#), [Cindy Crawford](#) and [Nicole Kidman](#).

History

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The beginning of Omega was 1848 in [La Chaux-de-Fonds](#). Louis Brandt opened a factory that produced watches. The watches made there carried the name Louis Brandt. After the death of Brandt, his sons transferred the production to [Biel/Bienne](#) (Switzerland). There, they started to produce their watches industrially. In 1898, "Louis Brandt & frères" employed more than 500 workers.

In 1894 they changed their name to Omega, named after their first watch.

In 1904, the Brandt brothers died, and the company came into the hands of their children. In the following years, Omega became a highly prestigious watch manufacturer. In 1925, Omega started to work with Tissot, another watch manufacturer.

Today Omega belongs to the [Swatch Group](#).

Advertising

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James Bond

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Many filmmakers have Omega watches in their movies. For example, [Pierce Brosnan](#) wore an Omega Seamaster Quartz Professional in [James Bond](#) movies starting with the movie "Golden Eye". In all later movies, Brosnan wore an Omega Seamaster Professional Chronometer.

Daniel Craig also wears Omega in his *James Bond* movies. He even mentions the watch manufacturer by name in the movie.

Sports

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At the moment,^[*when?*] Omega SA is the official timekeeper for the [Olympic Games](#). Their first time was 1932 at Summer Olympics in Los Angeles. They were the timekeeper in the [2006 Winter Olympics](#), and in the [2010 Winter Olympics](#) in Vancouver.

As a sponsor for the Emirates Team New Zealand, Omega introduced the Seamaster NZL-32 chronograph in 2007. The name is the same as the name of the boat that won the [America's Cup](#) in 1995.

Other websites

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- [Official website](#)

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