

Omega Debuts “My Little Secret” with Alessandra Ambrosio

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Omega unveiled its latest “My Little Secret” watch collection in Lisbon, combining luxury and style seamlessly. The event took place at BUGIO, an elegant venue by Praia Group, located in Oeiras Marina. Moreover, the menu paid tribute to the Mediterranean, enhancing the ambience and guest experience.

Highlighting the Aqua Terra 30 mm

Omega presented 12 models of the Aqua Terra 30 mm watches, each different in colour and material. These designs aim to allow wearers to find the style best suited to their personality. Furthermore, each piece is powered by Omega’s smallest-ever Master Chronometer calibre, balancing precision and sophistication.

Brand ambassador Alessandra Ambrosio joined the launch, adding glamour and international appeal. Long-standing Portuguese friends of the brand also attended, including actors Cláudia Vieira and Ricardo Pereira. Additionally, representatives from Omega’s global headquarters and local distributors were present, reinforcing the brand’s reach.

Concept & Campaign Vision

Omega’s new collection hinges on the concept of a discreet secret held within each timepiece. Specifically, the global campaign “My Little Secret” embodies that hidden elegance and subtle luxury. The Lisbon event was immersive, reflecting that universe visually and emotionally for guests.

Quotes & Reflections

“We feel honoured to launch the Aqua Terra 30 mm collection in Portugal,” Omega stated, emphasizing brand-friend connections.

Alessandra Ambrosio remarked, “True elegance lies in the small details — and this collection captures that beautifully.” She also noted Lisbon’s vibrant energy made it the perfect backdrop for beauty, precision and emotion to converge.

Looking Forward

With this launch, Omega reinforces its reputation for craftsmanship, style variety and mechanical excellence. Indeed, the Aqua Terra 30 mm line caters to both aesthetic appeal and technical precision.

Thus, Omega continues expanding its portfolio with watches that offer both function and exquisite form.

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