

欧米茄集萃

[德]海宁·缪茨里茨 著 阮晓毅 译



北京出版集团公司

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北京出版集团公司
北京美术摄影出版社

©2009, Originally published in German by HEEL-Verlag GmbH, 53639 Königswinter, Germany under the title:
Omega Highlights by Henning Mützlitz
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图书在版编目 (CIP) 数据

欧米茄集萃 / (德) 缪茨里茨著 ; 阮晓毅译. — 北
京 : 北京美术摄影出版社, 2015. 4
ISBN 978-7-80501-747-1

I. ①欧… II. ①缪… ②阮… III. ①手表—介绍—
瑞士 IV. ①TH714.52

中国版本图书馆CIP数据核字 (2015) 第049884号

北京市版权局著作权合同登记号: 01-2012-1806

责任编辑: 董维东

特约编辑: 刘 佳

责任印制: 彭军芳

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出 版 北京出版集团公司

北京美术摄影出版社

地 址 北京北三环中路6号

邮 编 100120

网 址 www.bph.com.cn

总发行 北京出版集团公司

发 行 京版北美(北京)文化艺术传媒有限公司

经 销 新华书店

印 刷 北京艺堂印刷有限公司

版 次 2015年4月第1版第1次印刷

开 本 210毫米×225毫米 1/16

印 张 6

字 数 180千字

书 号 ISBN 978-7-80501-747-1

定 价 59.00元

质量监督电话 010-58572393

OMEGA

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OMEGA 前言

今天，欧米茄已经是全世界最大的腕表制造商之一。而早在21世纪初，无论是其外形还是技术性能，欧米茄品牌都达到了一个难以企及的高度。可以这样说，这一高度即便是在19世纪70年代爆发的所谓“石英危机”中也是无人敢想的。

斯沃琪集团董事会主席尼古拉斯·G. 海耶克先生曾经非常明智地意识到这样一个问题，那就是：传统品牌的潜在价值未被充分发掘，而他只用了几年时间就创造了一个在全世界范围备受欢迎的腕表系列，其被接受程度甚至超过了公司之前的160年。

在本书中，我们将为大家简要介绍欧米茄能在今天取得如此巨大成就的原因。在阐述欧米茄品牌历史的同时，我们还将选择大约100款欧米茄腕表——它们是各个时期中欧米茄产品中最负盛名的款式——为您做详细介绍。在我们所选的腕表中，不但包括20世纪初在计时竞赛中获胜的精品腕表，您还将看到带有传奇色彩的登月系列和最新的同轴擒纵系列腕表，而后者则被看作是未来欧米茄品牌的奠基石。此外，本书还将为大家展示一些出自瑞士贝尔市的欧米茄品牌的最奢华、最炫目的腕表。当然，本书很难做到面面俱到，因为把有160年历史的欧米茄全部浓缩到本书中几乎是不可能的。我们的期望是——邀请您畅览本书，当然，最好还带着一点点梦想。

最后，郑重感谢Werbewelt Relations公司的克里斯蒂安·哈恩 (Christiane Hahn) 女士，她给了本书巨大的支持。

海宁·缪茨里茨
2009年8月于海德堡

PREFACE

Today Omega is one of the world's biggest watch manufacturers. The brand has reached a high in the beginning years of the twenty-first century in both image and technological development that nary a soul would have dared to even dream during the era of the so-called quartz crisis in the 1970s. Nicolas G. Hayek, chairman of the board of the Swatch Group, recognized the underused potential of the traditional brand and within just a few years formed a marque that is in more demand all over the world than ever before in its entire 160-year history.

With this book, we would like to provide a brief glimpse into that which makes Omega so exceptional today.

Alongside a brief history of the brand, we present you about one hundred of the most remarkable models the Swiss luxury brand manufactures. Alongside the winners of the chronometer competition at the beginning of the last century, you will see the legendary Moonwatch and the current co-axial models, which have laid the cornerstone for Omega's future as a manufacture. We will also show you some of the most beautiful and exclusive pieces that the global brand based in Biel has to offer.

It is, of course, impossible to be exhaustive here. Illustrating the entire multiplicity of models from the course of the 160-year history of Omega within these pages would be a near impossibility. Our goal, therefore, is to invite you to browse these pages and perhaps dream a little.

A big thank-you goes out to Christiane Hahn of Werbewelt Relations for her strong support in the creation of this book.

Heidelberg, August 2009
Henning Mützlit



欧米茄创始人
路易斯·勃朗特

OMEGA 辉煌的 160年

欧米茄拥有超过160年的成功历史，欧米茄的字母由精确、创新、多样和勇气这几个词的首字母组成。

其实，这个誉满全球的品牌最初是由一个仅有一人的公司发展而来的。1848年，年仅23岁的路易斯·勃朗特在瑞士汝拉州的拉绍德封市创立了一家公司。这个小公司的业务是把个人腕表的零配件组装起来，它还拥有自己的分销和零售部门。这家公司推出的腕表由于造型精美而迅速获得了极大的成功。1877年，这家公司改名为路易斯·勃朗特与费尔公司，由已经去世的路易斯·勃朗特的两个儿子路易斯·勃朗特和费尔共同经营。1880年，公司搬到了贝尔市，除了其他原因，享受更多的旅游资源并使用免费的水资源是其主要原因，显而易见，这些从地理角度来讲是工业时代两项十分突出的优点。

兄弟二人对未来有着清晰的规划，他们的计划是：自己生产腕表的所有零部件。换句话说，他们希望成为一个真正意义上的腕表企业。这个计划实施得非常成功，1889年，欧米茄公司已经成为全瑞士最大的腕表生产商。





约翰·F·肯尼迪也曾戴过欧米茄

John F. Kennedy also wore Omega



1932年洛杉矶奥运会上的欧米茄广告

Omega advertising on the occasion of the Olympic Games in 1932 in Los Angeles

160 YEARS OF SUCCESS

Omega is founded on a more than 160-year history of success, characterized by precision, innovation, variety, and the courage to travel new paths.

This globally reputable brand started out as a small one-man show: in 1848, 23-year-old Louis Brandt founded a so-called comptoir d'établissage in La Chaux-de-Fonds, a city located in Switzerland's Jura canton. This small enterprise was dedicated to the hand assembly of individual watch components and even included a department for distribution and sales. The company's own creations quickly became a great success thanks to their attractive appearances. From 1877 onward, the company was called Louis Brandt & Fils and was managed by sons Louis Paul and Cesar after the death of their father. The company moved to Biel in 1880, among other things in order to enjoy improved travel connections as well as the opportunity to use free water power—which during the era of industrialization was an immense advantage for a geographical location. The brothers had the future in mind — a future in which they were planning to completely make their own watches with movements they



14次奥运冠军得主
迈克尔·菲尔普斯对欧米茄推崇备至

Fourteen-time Olympic champion
Michael Phelps swears by Omega

1894年，公司首次使用欧米茄这个名字，当时公司推出了一款同名腕表机芯，该机芯获得了非常大的成功，其简单的设计和可替换的运动部件为腕表的机芯创造了一个新的标准。1903年，欧米茄正式成为公司的名字——路易斯·勃朗特兄弟股份有限公司欧米茄腕表公司。这个名字一直沿用到1982年。之后，其名字简化为欧米茄SA公司。精确，一直以来都是保罗·埃米尔信奉的首要原则，他在1903年之后的50年里一直掌管着欧米茄公司。在1919年，欧米茄第一次赢得了由纳沙泰尔天文台发起的精密性竞赛。在19世

纪20年代和30年代，欧米茄公司又多次获得这一殊荣。直至今日，欧米茄依然保持着这一传统，它推出的星座计时表很多年来一直是计时表权威机构测试中的赢家。1967年，该机构把第100万个证书颁发给了欧米茄。今天，欧米茄依然是每年都获得该证书的胜利者。

developed themselves; in other words, they wanted to establish a complete watch manufacture. This plan was realized most successfully and saw the company becoming the largest watch factory in Switzerland by 1889.

The name Omega was first used in 1894 when the successful caliber of the same name set a new standard in terms of simple design and interchangeability of movement components. In 1903, "Omega" was officially integrated into the company's own moniker: Societe Anonyme Louis Brandt & Frere – Omega Watch Co. The name remained valid until 1982; since then it has been simply called Omega SA.

Precision had always been Paul-Emile Brandt's first commandment, a man who led the watch enterprise for fifty

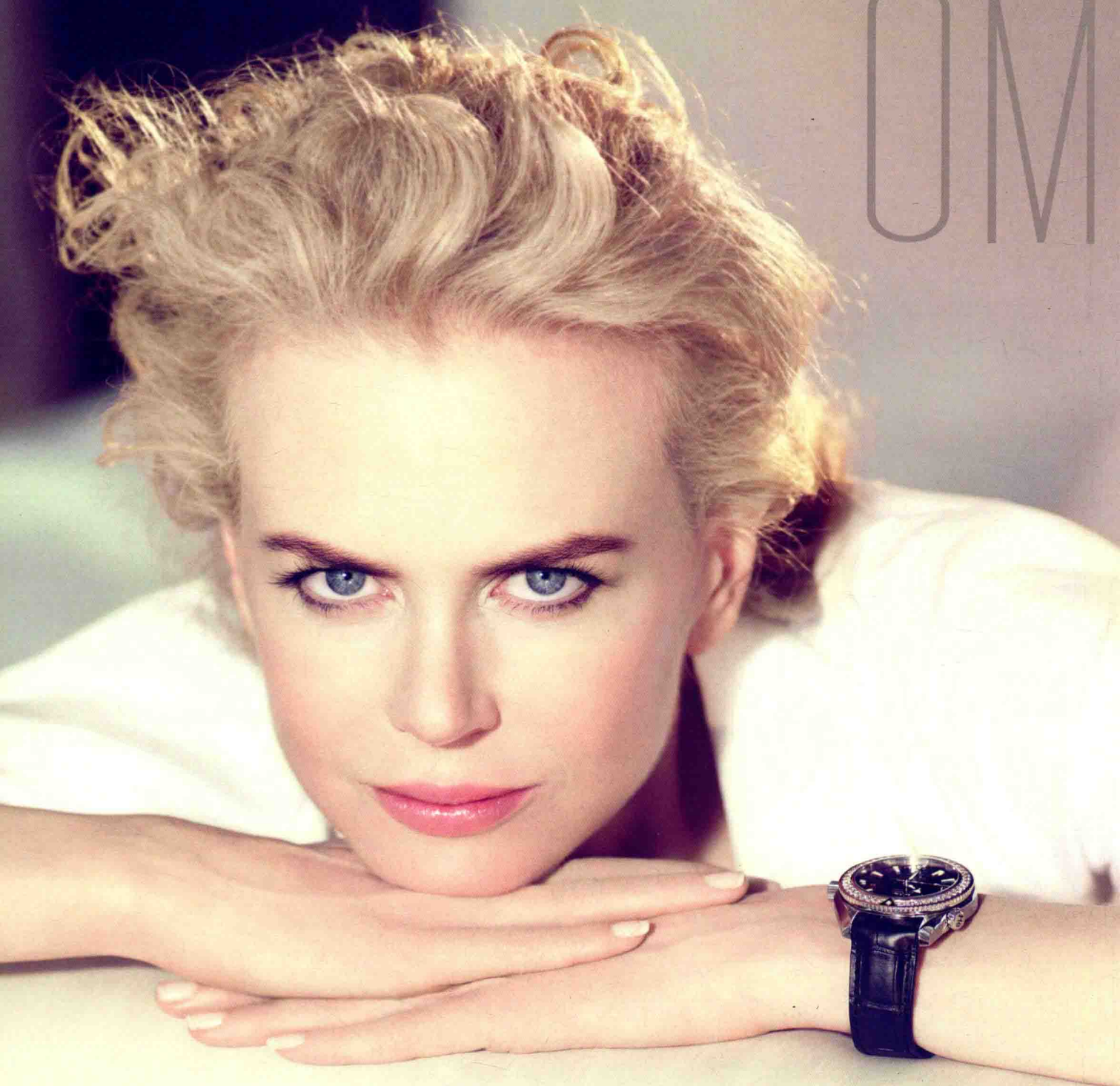
years from 1903. In 1919, Omega won its first precision competition of the Neuchatel observatory. In the 1920s and '30s, this success was repeated several times and even gave rise to a line that remains firmly entrenched in Omega's collection to this day: the Constellation Chronometer, which was top dog among the chronometry authorities' testing for many long years. In 1967, the one-millionth certificate was issued to Omega. And even today Omega remains one of the brands receiving the most chronometer certificates for mechanical wristwatches every year.

Another tradition began in 1909 when Omega first entered the stage as the official timing partner for a sports event, a tradition that the Swiss company has consistently maintained

超级名模辛迪·克劳馥，自
1995年起开始担任欧米茄形
象大使

Supermodel Cindy Crawford has
been a member of the "Omega
family" since 1995

OM



1909年欧米茄再次开创了一个传统——那就是作为一场体育赛事的官方计时合作伙伴。直至今日，瑞士公司依然坚持这一传统。从1932年起，欧米茄已经23次成为奥林匹克运动会官方计时合作伙伴，并在2010年的温哥华冬奥会中再次获此殊荣。同时，欧米茄在世界游泳锦标赛中也无数次被作为官方计时表。第二次世界大战之后，欧米茄通过扩展腕表系列来进一步拓展全球市场：1948年欧米茄推出第一款海马系列腕表，1957年推出第一款超霸系列腕表。而超薄腕表则成为欧米茄历史上最受欢迎的腕表。感谢美国航空航天局的信任和赏识，1966年欧米茄表有幸被选为其官方计时表。宇航员尼尔·阿姆斯特朗和巴兹·奥尔德林在1969年7月21日登上月球时，宇航服里佩戴的正是欧米茄腕表。直至今日，欧米茄的超霸腕表依然是唯一一款登上月球的腕表，欧米茄也自豪地称超霸系列为月球表。

而海马系列腕表则征服了水下世界。它被那些不愿摘下腕表的浮潜爱好者和专业的深潜潜水员所佩戴。潜水职业运动员协会证实，在很多次专业潜水中，运动员都佩戴着欧米茄海马系列腕表。今天，我们经常可以从电视和电影中看到海马系列腕表，好莱坞影星乔治·克鲁尼和艾丹·克雷格都佩戴着海马系列腕表。

until today. Omega has been the official timer for twenty-three Olympic Games since 1932, and will once again take the stage at the 2010 Olympic Winter Games in Vancouver. Alongside this, the brand has above all made a name for itself in the discipline of swimming, where it has appeared countless times at world championships as the official timer. After World War II, this Swiss manufacture began developing the models that helped Omega to its exalted position in the global watch market: in 1948 the first Seamaster appeared, and in 1957 the first Speedmaster. It was above all the Speedmaster that advanced to become the most well known and successful model in the history of the company. Thanks to its reliability and precision, the American space agency NASA chose the chronograph to be part of its official equipment in 1966. Astronauts Neil Armstrong and Buzz Aldrin wore the Speedmaster over their space suits when they landed on the moon on July 21, 1969. To this day, the Speedmaster remains the only watch to have been on the moon, and Omega has proudly called it the Moonwatch since the momentous event occurred.

The Seamaster, on the other hand, has conquered the underwater world. It is worn both by hobby divers not wanting to leave their timekeepers on land when snorkeling and professional divers researching the deep seas. The Ploprof (Plongeur Professionnel) has proven itself worthy during a great number of expeditions on the wrists of industrial deep-sea divers. Today, the Seamaster Professional is well known from television and feature films where it has been proudly worn by Hollywood actors such as George Clooney and Daniel Craig.

The development of cheap quartz watches and ensuing flood of Asian mass production on the European markets prompted a hard time for Omega at the beginning of the 1980s, characterized by great financial loss and damage to its image by desperate developments in the lower price

好莱坞演员妮可·基德曼受聘鼓励女性佩戴比尔制造的专属腕表

Hollywood actor Nicole Kidman was hired to inspire women to wear the exclusive creations made in Biel

19世纪80年代初，廉价的石英手表获得了巨大的发展，大批来自亚洲的产品涌入欧洲市场，这给欧米茄带来了巨大的压力，公司不但在财政上损失惨重，还由于欧米茄极力想进入低端腕表市场而降低了其品牌形象。就像其他很多瑞士传统品牌一样，拯救开始了，尼古拉斯·G.海耶克重新组建了瑞士钟表总公司，拯救了诸如雪铁纳、浪琴、美度、雷达等一系列品牌。1985年，从瑞士钟表总公司中产生了SMH集团，并且在1998年重新命名了斯沃琪集团，海耶克接管了欧米茄品牌，并将其整合为世界上最大的腕表企业。海耶克不但让欧米茄品牌中已经获得成功的系列腕表获得新生，他还通过一系列品牌形象的提升，使欧米茄除了具有卓越的技术性能之外，还成为一种奢华的生活方式的代名词。从1990年以来，明星、著名运动员和各界知名人士都成为了“欧米

segment. Salvation came — as for many other traditional Swiss brands — from Nicolas G. Hayek, who reorganized the ASUAG (Allgemeine Schweizerische Uhrenindustrie AG) group, securing survival for brands such as Certina, Longines, Mido, and Rado. In 1985, the SMH Group, which emerged from the ashes of ASUAG and was renamed Swatch Group in 1998, took over Omega and integrated it into what has now become the world's largest watch concern.

Hayek not only made it possible to reissue the brand's successful historical models, with an extensive image campaign he also ensured that Omega would be perceived as an exclusive lifestyle object alongside its demand on technical prowess. Actors, professional athletes, and other personalities were integrated into the "Omega family" during the 1990s. Celebrities such as Cindy Crawford, Michael



茄大家庭”中的一员。社会名流，例如辛迪·克劳馥、舒马赫、妮可·基德曼、乔治·克鲁尼和美国游泳名将迈克尔·菲尔普斯都佩戴欧米茄，这证明了欧米茄在世界舞台上具有长盛不衰的魅力。在过去的15年中，欧米茄获得了巨大的成功。1994年出现的陀飞轮系统更是将欧米茄带到了前所未有的高度。10年前，第一款同轴擒纵机芯诞生了，它具有创新的设计，几乎没有摩擦装置，直至今日仍然被不断优化和发展，保证了欧米茄始终站在世界手表行业的最前列。

Schumacher, Nicole Kidman, George Clooney, and — most recently — American swim star Michael Phelps ensured that Omega maintained a constant presence on the world's stage, garnering attention everywhere.

In terms of the art of watchmaking, Omega has gained enormously in reputation in the last fifteen years: the Central Tourbillon debuting in 1994 has allowed the brand to climb to the summit of haute horlogerie. The co-axial caliber first presented ten years ago with its innovative, almost friction-free escapement, has been constantly developed and optimized to this day, securing a place for the brand at the top of the global watchmaking industry.

欧米茄超霸手表伴随美国宇航员登上月球。

The Omega Speedmaster accompanied American astronauts to the moon



1970年，美国NASA授予欧米茄“史诺比奖”，以表彰欧米茄在美国登月中做出的贡献

In 1970, NASA awarded Omega the Snoopy Award in recognition of the brand's service to the moon landing