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[The Man With The Golden Jubilee: Omega celebrates 50 years of James Bond](#)

Lead

The new Omega boutique at London's Olympic Stadium has been temporarily transformed into the secret headquarters of MI6. For the presentation of its 'Seamaster 300 M Bond Edition' chronometer, Omega was able to exhibit many of Q's original props, previously unseen by the general public.

Together with Bond movie costume designer Lindy Hemming, Omega President Stephen Urquhart officially presented the Omega Seamaster 300 M Bond Edition anniversary watch.

The Oscar-winning Hemming had first placed an Omega Seamaster on Pierce Brosnan's wrist for the 1995 film 'Goldeneye'. Speaking today, 22 February, she commented: "For me, James Bond is a 'blue' type. He holds the rank of Commander in the Royal Navy, wearing the service's traditional dark blue uniform. Thus, 'blue' really is the colour of the world's most famous secret agent."





For this reason, the agent's watch in that film had a blue dial and, since Goldeneye, 007 has worn an Omega.

During the presentation of the limited-edition (to 11,007 pieces) watch, selected '007' props were on display, including a gold bar from 'Goldfinger', and Bond's space helmet from 'Moonraker'.



Gallery

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