

A Playful, Affordable Take on the Iconic Moonwatch



OMEGA X SWATCH

The MoonSwatch collection blends space exploration heritage with vibrant design, making a piece of history accessible for all.

In 2022, Omega and Swatch surprised the watch world with an unexpected collaboration that fused Omega’s iconic Moonwatch with Swatch’s colorful, accessible designs. The result was the MoonSwatch, a space-themed collection that reimagined the legendary Omega Speedmaster Moonwatch—worn by astronauts during the Apollo 11 mission—in a more affordable, playful format. The original Omega Speedmaster is a symbol of precision and history, but its high price tag often kept it out of reach. Swatch, known for its affordable and stylish timepieces, became the perfect partner to bring a more budget-friendly version to a wider audience.

The MoonSwatch collection features 11 models, each inspired by a different planet in our solar system. Made from durable, lightweight Bioceramic, these watches combine Omega’s precision with Swatch’s vibrant, pop-culture aesthetic. While maintaining the signature chronograph look of the original Moonwatch, the watches are reimagined with bold colors and playful details. The space theme is at the heart of the collaboration,

with each watch named after a celestial body, from the striking red Mars model to the bold, blue and yellow Saturn. Each of the 11 models is unique, evoking the endless wonders of space. The watches also incorporate key details like the tachymeter scale and subdials with chronograph features, along with distinctive details like Swatch and Omega branding, circular dial patterns, and luminous elements for a unique, otherworldly aesthetic. Later editions feature a light gray Bioceramic case and a textured gray dial that evokes the lunar surface, complete with a moon phase and patented earth phase function. Its sleek design includes oversized moons with Super-LumiNova, glowing oceans under UV light, and a tribute to Neil Armstrong’s footprint on the Moon.

The MoonSwatch collaboration was a smash hit, selling out almost immediately and creating buzz worldwide for blending high-end heritage with playful, accessible design. It brought together two of the most iconic names in the watch industry and made space exploration a little bit closer.



A COLLABORATION THAT FUSED OMEGA’S ICONIC MOONWATCH WITH SWATCH’S COLORFUL, ACCESSIBLE DESIGNS.

