

## PRESS RELEASE

### Luminox Pacific Diver 3120 Series

**Singapore, September 2020** – The Pacific Ocean, where the Pacific Coast and the numerous beaches makes the stretch a hotspot for the sport diving. The Pacific Ocean is also the world's largest and deepest ocean and a playground for people who love the outdoors. It is also along the Pacific Coast, where Luminox was founded, in the small town of San Rafael, California, USA.

Just the name, the Pacific, leads to images of beaches, palm trees and adventures under the sun, with great days and even greater nights.



Luminox and the Pacific are inexorably linked. When Luminox was founded in 1989, it was with the specific aim to design, engineer and manufacture the toughest watches on the planet for the toughest people on the planet – Navy SEALs, military, law enforcement, first responders, adventurers, and people who love the outdoors. This resulted in a wide range of watch designs that are of excellent quality, toughness and dependability.

To honour this connection to the Pacific, Luminox is introducing a brand-new collection in its SEA series, the Luminox Pacific Diver 3120 Series.

The new series features a 44mm stainless steel case with a CARBONOX™ uni-directional bezel. It has a screw in crown and caseback, sapphire crystal and a water resistance of 200m that makes it perfect for diving. The Luminox motto, 'Every Second Counts', is also engraved on the caseback, to remind one to make the most of every moment you have. This fusion of materials, coupled with the Luminox Light Technology, gives the series a sleek and eye-catching design, with night visibility of up to 25 years.

There are four versions of the Luminox Pacific Diver 3120 series; a black on black model on a rubber strap, a black dial and black bezel model on a steel bracelet, a blue dial and black bezel model on a steel bracelet, and a black dial and black bezel model on a rubber strap.

The Luminox Pacific Diver 3120 Series is the perfect casual watch capable of going anywhere anytime. It fits in at home, at the office, in the gym, and yes, in the Pacific Ocean.

Pacific Diver 3120 Series / SEA



Pacific Diver 3121  
SGD \$900 before GST



Pacific Diver 3121.BO  
SGD \$980 before GST



Pacific Diver 3122  
SGD \$1055 before GST



Pacific Diver 3123  
SGD \$1055 before GST



### **About Luminox**

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

### **ALWAYS VISIBLE**

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

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### **AVAILABILITY**

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, leading department stores (TANGS at Tang Plaza, Robinsons The Heeren, OG Orchard Point) and authorised watch retailers.

Crystal Time is the exclusive watch distributor for Luminox.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at [www.luminox.com.sg](http://www.luminox.com.sg)

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