



Maître Horloger - Les Genevez
depuis 1884

PRESS RELEASE

EDOX SHARKMAN-1 LIMITED EDITION (388 PIECES WORLDWIDE)

SINGAPORE, AUGUST 2016: Brand ambassador for independent Swiss watchmaker, Edox, and champion freediver under ice, Christian “The Iceman” Redl, has been commissioned by acclaimed Austrian filmmaker Klaus Hundsichler to star in his upcoming documentary movie, “Shark Rescue”, alongside leading marine biologist, Dr Michael Stachowitsch from the University of Vienna, Dr Erich Ritter, shark behavioural scientist, and Wolfgang Frühwirth, musician and shark diver.

Redl’s remarkable freediving prowess enables him to interact more intimately with sharks than regular divers, as without the bubbles breathed out by scuba apparatuses, sharks have less inhibition when swimming alongside freedivers. Redl’s freediving close encounters with sharks in “Shark Rescue” will be the highlight of the widely anticipated Austrian documentary and will showcase the truth that sharks are not the ferocious ocean predators that the public at large made them out to be (for more information, go to www.shark-rescuemovie.com).

Edox is therefore proud to present the **Edox Sharkman-1 Limited Edition (388 pieces worldwide)**, the official watch for Christian Redl’s freediving scenes with sharks in “Shark Rescue”.

Engineered to withstand the most extreme of conditions and water resistant to 500 metres, the 45mm **Edox Sharkman-1 Limited Edition**, with its polished black PVD-coated case, is a striking example of a modern diver’s watch.

The black ceramic bezel perfectly complements the slick, modern graduated midnight blue dial, which features prominent indexes for good legibility underwater and a tachymeter scale on the dial ring.

The nylon strap is sturdy and waterproof, with green threading to mirror the green-accented tachymeter and chronograph sub-dials.



10221-357BU-BUV

Edox Sharkman-1 Limited Edition
Retail Price: S\$2,375.00 (before GST)/
S\$2,541.25 (incl. GST)

The extra-thick 3mm sapphire crystal gives the **Edox Sharkman-1 Limited Edition** an added layer of “toughness” that ensures no matter how difficult the environment the watch will still function perfectly.



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The caseback will feature an engraving of Redl freediving with a shark, with the epithet, "Face Your Fear", in reference to Redl's scenes in "Shark Rescue" where he was filmed underwater interacting closely with sharks without a safety cage, or any other protection, like chain-mail suits.



Caseback of the **Edox Sharkman-1 Limited Edition**



Christian Redl's freedive scene in "Shark Rescue"



10221-357BU-BUV
Edox Sharkman-1 Limited Edition

**Retail Price: S\$2,375.00 (before GST)/
S\$2,541.25 (incl. GST)**

Specifications

- Limited Edition of 388 pieces
- Diameter: 45 mm
- Movement: Ronda 5030.D
- Water resistance: 50 ATM / 500 metres
- Tachymeter scale with green accents
- Caseback with special engraving
- Stainless steel and PVD (1.0 micron) cases
- Rubber strap or nylon black strap
- Special watch box and certificate
- Screw-down crown and pushers



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About Edox

Edox embodies over 130 years of innovation and Swiss watchmaking tradition. Edox is one of Switzerland's fastest growing watch manufacturers for luxurious timepieces dedicated to the world of motorsports on land and water, but it also offers a stylish range for sophisticated watch aficionados.

The Edox story began back in 1884 with the founding of its first atelier in Switzerland. 132 years later, Edox's timepieces are still inspired by tradition and know-how, but also innovative design and technical perfection. Aiming for a leading position among the top five Swiss watch brands in the segment, Edox's existence has been studded with success and horological inventions. As early as the 1960s, Edox launched sports watches, some of which were water resistant to 500 metres and incorporated technical materials such as titanium, carbon and ceramics.

Since its beginnings, Edox has had a very clear vision of its growth and development thanks to its innovative ideas and ceaseless design research, while simultaneously maintaining the classic traditions of watchmaking know-how. Edox has thus become a benchmark brand in timekeeping for sports competitions. In Ancient Greek, Edox means measuring time.

As the official watch partner of Edox brand ambassador and freediving under ice champion, Christian "The Iceman" Redl, Edox underlines the sporting values of the quest for performance, precision and pushing oneself to the limit.

For more information, visit : www.edox.ch.



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OFFICIAL RETAILERS

CORTINA WATCH
133 New Bridge Road
#01-08/09 Chinatown Point
Singapore 059413
Tel: 6702 0061

EASTERN WATCH
313@SOMERSET
313 Orchard Road,#01-23/24,
Singapore 238895
Tel: +65 6734 3139

INTERNATIONAL WATCH
1 Park Road #01-50
People's Park Complex
Singapore 059108
Tel: 6533 0964

KOK HENG & CO
Clifford Centre
24 Raffles Place #01-47
Singapore 048261
Tel: 6532 4485

NANKING WATCH
Peninsular Shopping Complex
3 Coleman Street #01-15/16
Singapore 179804
Tel: 6337 3304

VINCENT WATCH @ JEM
50 Jurong Gateway Rd
#01-26 JEM
Singapore 608549
Tel: 6734 9158

Edox Singapore on Social Media:

Facebook : <https://www.facebook.com/edoxsingapore>
Instagram : https://www.instagram.com/edox_singapore
YouTube : <https://www.youtube.com/EdoxWatches>

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