

## PRESS RELEASE

### 'LUMINOX X BEAR GRYLLS' SEA SERIES COLLECTION

**Singapore, February 2020** - The man treads in the cold dark waters of the Mediterranean Sea. Equipped with only his diving gear and a homemade fishing spear, he has to quickly find a source of food before the sun disappears over the horizon. "The watch feels light", the man thought as he adjusts the diving bezel on his watch, setting the indicator to 40 minutes. This way, he feels safer knowing that he would not dive past the limit. He goes under and starts to survey the sea for any fish, looking back only to remind himself that he is alone. He checks his watch underwater, glad that even due to the darkness, he can still tell the time due to the tritium gas tubes in the watch. Determined to never give up, the man knows that every second counts.

The man is Bear Grylls and the watch is Luminox.



For the first half of 2020, Luminox will launch its Sea series of the Luminox Bear Grylls Survival Collection. All watches will feature 'Never Give Up', Bear's signature and an orange compound crown, giving the collection a consistent design. Each individual series will also feature their own unique set of designs and functions in line with the series they belong to.

#### **1. Luminox Bear Grylls Survival 3720 SEA Series**

The Luminox Bear Grylls Survival Collection Sea series comes in a 42mm CARBONOX™ case, water resistant to 200 meters. The uni-directional turning diving bezel has a special diving zone count up marking (1-20), set off by a different color (blue or orange) for easy reading. The screw-down crown has an orange rubber ring, for better grip, and the color matches the markings on the bezel and the minute and second hands (orange being one of the most visible color for underwater work). The SEA series comes with a waved black rubber strap – the waves makes the strap more expandable/flexible.



**Survival Series 3740**



**2. Luminox Bear Grylls MASTER**

The Luminox Bear Grylls Survival 3740 Master Series features two chronographs in 45mm CARBONOX™+ cases with orange details on the case, including S.O.S in Morse code for quick reference. This special timepiece is water resistant to 300 meters and sports a sapphire crystal with anti-reflective coating. The pushers of the chronograph are in solid stainless steel, while the stainless-steel crown has an orange rubber crown ring for an improved grip. Similar to the 3720 series, the 3740 Master series also comes with a uni-directional turning dive bezel.

One version of the Luminox Bear Grylls Survival 3740 Master series comes with a black rubber strap, while the other comes with an orange rubber strap. Both versions come with a compass already assembled to the strap. The compass can also be purchased separately.

One distinctive feature of the Luminox Bear Grylls Survival 3740 Master series is the **CARBONOX™+** case material, as compared to the **CARBONOX™** found on the Luminox Bear Grylls Survival 3720. **CARBONOX™+** is a high performance carbon long bar compound, in which carbon fibers account for 40% of the compound. In addition to the many consumer benefits already provided by **CARBONOX™**, **CARBONOX™+** also delivers ones such as an ultra-strong watch case, improved tensile strength, 3 times less water absorption and a very modern and distinctive gray color imparted onto the Luminox watches.



BEAR GRYLLS SURVIVAL  
3741  
SGD \$1420 before GST



BEAR GRYLLS SURVIVAL  
3749  
SGD \$1420 before GST

### About Bear Grylls

Bear Grylls, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear is the author of over 85 books that have sold more than 15 million copies worldwide, including the No.1 bestselling Mud, Sweat, and Tears.

Bear originally starred in Discovery's hit TV series Man vs. Wild across seven seasons, before hosting the NBC & National Geographic Channel series, Running Wild with Bear Grylls. This show has seen him take global stars such as Julia Roberts, Ben Stiller, President Obama & Prime Minister Modi of India on adventures into the wild.

Bear has also hosted over six seasons of the BAFTA award-winning Channel 4 series, The Island with Bear Grylls, as well as the Emmy Award nominated series Hostile Planet for National Geographic and "You Vs Wild" for Netflix. Bear has recently launched a new production house, The Natural Studios which will be providing a home for the best adventure talent worldwide, to help them create shows that inspire and move people to go for it in their lives and to never give up.

Bear is an Honorary Colonel to the Royal Marines Commandos, the youngest ever UK Chief Scout and the first ever Chief Ambassador to the World Scout Movement, representing a global family of some fifty million Scouts.

Bear's motto is courage, kindness and Never Give Up!

### 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 official 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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