

## PRESS RELEASE

### Luminox Bear Grylls Survival Never Give Up

**Malaysia, June 2021** - Luminox watches have always been trusted and requested by heroes. At the same time, these heroes such as the Navy SEALs or even celebrity adventurer, Bear Grylls, have helped to inspire many of us in our daily lives as well as built the ethos of our Luminox watch collections. These heroes have been thrown into harsh environments that have pushed their physical and mental strength to overcome challenges. In times of adversity, everyone needs a little encouragement to just go that extra mile and Luminox wants its watches to serve as a reminder.

Luminox started imprinting the Navy SEAL's slogan of 'The Only Easy Day was Yesterday' and with the brand's latest collaboration with Bear Grylls, Luminox is now proud to share Bear's motto of 'Never Give Up'. Luminox is adding a new model to its catalogue, the Bear Grylls Survival Never Give Up '3729.NGU'.



The Luminox Bear Grylls Survival '3729.NGU' is an extension of our partnership with Bear Grylls and features his motto 'Never Give Up' on the watch dial in bright orange, and logo at the 10 o'clock. The dial has also been given an upgrade, incorporating a textured 'grill' look, making the watch stand out from its predecessors of the Bear Grylls Survival Collection.

The specifications of the Luminox Bear Grylls Never Give Up '3729.NGU' follows that of the Bear Grylls SEA Series. It has a 42mm CARBONOX™ (carbon-compound) case with a hardened mineral crystal glass and water resistance of 200m. Elements of orange can also be seen as well, such as the orange rubber crown ring, rubber strap, bezel and minute hand. This colour has been specially highlighted as it is known to be a favourite colour of Bear Gryll's.

The Bear Grylls '3729.NGU' also houses our signature Luminox Light Technology, and opted to go for the yellow and green light tubes to match the orange theme of the watch. This ensures that the watch can be seen in low to no light conditions, without having to rely on any exterior light source. This gives the watch its ALWAYS VISIBLE feature that Luminox is proud of.

Bear Grylls is known for his extreme outdoor adventures that can put his life at risk. To overcome such challenges, he constantly reminds himself to 'Never Give Up' in tough situations. He is an inspiration world-wide to millions and at Luminox, we believe in sharing his simple but motivational message of 'Never Give Up'.

### Luminox Bear Grylls Survival Never Give Up



Bear Grylls Survival Never Give Up  
'3729.NGU'  
RM 2,400

### **Bear Grylls Survival Never Give Up 3729.NGU Series - Main product features**

- 42mm
- Quartz



- 200 metres water-resistant
- Uni-directional rotating dive bezel
- Genuine Rubber Strap
- Mineral crystal glass



## **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 the following departmental stores and other leading watch retailers.

### **Parkson at Pavilion**

Level 3, Pavilion, 168, Jalan Bukit Bintang, 55100 Kuala Lumpur.

### **Parkson at One Utama**

Lot G 320, F 320, S 320, 1 Utama Shopping Centre, Lebuhraya Bandar Utama  
47800 Petaling Jaya, Selangor Daruh Ehsan.

### **SOGO**

Kompleks SOGO, 3D Fashion Arena, 190, Jalan Tuanku Abdul Rahman 50100  
Kuala Lumpur.

### **SOGO**

Central i-City, Unit G-01, No 1, i-City, Persiaran Multimedia, Seksyen 7, 40000  
Shah Alam.

Crystal Time is the official watch distributor for Luminox.

For further information and the full list of authorised watch retailers, please call Crystal Time (M) Sdn Bhd at +603 2938 3938 or visit the website at [www.crystaltime.com.sg](http://www.crystaltime.com.sg).

### **Luminox Malaysia social media:**

Facebook: [www.facebook.com/LuminoxMalaysiaBrunei](http://www.facebook.com/LuminoxMalaysiaBrunei)

Instagram: [www.instagram.com/luminoxmy](http://www.instagram.com/luminoxmy)

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