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## PRESS RELEASE

### **Luminox Bear Grylls Survival SEA 3723.R3 Limited Edition**

**Singapore, March 2021** - To start of the year, Luminox is launching a brand-new limited edition; the Bear Grylls Survival SEA Rule of 3 (Reference number: 3723.R3). With only 333 pieces available worldwide, this timepiece incorporates all the design elements of the original SEA collection, albeit in a different theme and colour.

With Bear Grylls' expertise in survival situations, he knows the exact priorities one will need to achieve in order to ensure survivability in extreme environments. Get those priorities wrong, and people will most likely not live to see the next day. As Luminox has always been the Essential Gear for people in any environment, we are proud to introduce the 'Survival Rule of 3' with Bear Grylls.

The Luminox 3723.R3 represents the very important 'Survival Rule of 3' that outdoor adventurers must adhere to. These rules show the priorities in which one will have to secure in order to live through extreme conditions. The rules are also printed on a removable sleeve and attached onto the strap as a reminder. Bear lives and operates by these priorities of survival and the rule of three is a clear guide for him during times of high stress. Simple rules, simple things are the easiest to remember during those tough times.

The 'Survival Rule of 3' states that one can survive without;

- Air for 3 minutes
- Shelter for 3 hours
- Water for 3 days
- Food for 3 weeks



The timepiece itself is tough enough to go anywhere as it is made from light yet durable CARBONOX™ with a uni-directional bezel and water resistant to 200 meters. The watch is designed in striking blue and orange with an emphasis on '3' with an enlarged numeral in Super-Luminova glow.

Of course, the watch also houses our signature Luminox Light Technology that makes it possible to see in low light conditions, never having to rely on any exterior light source. Each timepiece is individually numbered, and a special certificate comes with the watch to confirm its limited edition status.

### Luminox Bear Grylls Survival SEA 3723.R3 Limited Edition





Bear Grylls Survival SEA 3723.R3 Limited Edition  
SGD \$930 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 and 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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