
PRESS RELEASE

Luminox Bear Grylls Mountain 3730 Series

November 2023 – Building on the partnership with renowned survivalist and brand ambassador Edward Michael “Bear” Grylls, Luminox launches the new Bear Grylls Survival Mountain 3730 Series with 4 new watches, one being a special limited edition. The brand drew the inspiration for this series from one of Grylls’ earliest expeditions - summiting Mount Everest in 1998.

Debuting with this collection are new integrated straps designed to appear ‘seamlessly connected’ to the case, available in black, green, or the limited-edition blue. The Bear Grylls motto ‘Never Give Up’ is inscribed on the chapter ring and case back to remind you of your adventurous spirit. Dialling up the design, the numbers on the dial feature a special outline, creating a raised effect – a subtle, yet impactful detail that sets the design of this timepiece apart. Designed with explorers in mind, the bezel is marked with cardinal directions. The 3 regular models feature a 43mm Carbonox™ with the signature Bear orange crown, and a black dial with choice of Orange, Green, or Sand for the outer rings.



This year also marks the 25th anniversary of Grylls’ historic climb reaching the peak of Mount Everest. Luminox is celebrating this extraordinary feat with the launch of the limited edition as part of the new 3730 Mountain series. This timepiece honours one of Grylls’ earliest, great

achievements at the age of just 23 years old, which he accomplished only 18 months after breaking his back in a parachuting accident, becoming the youngest Briton to make the ascent.



The limited-edition version boasts a striking white dial, deep blue strap, and a red crown to match the colours of the flag of Nepal. The case back is decorated with Mount Everest itself and the chapter ring is marked with “8848M” – the altitude of Mt Everest. Luminox will launch 800 pieces worldwide of the Bear Grylls Limited Edition Mountain timepiece. Lastly, the limited edition also includes a removable bull bar, designed to further protect the crystal, perfect for the rugged adventurer.

The Bear Grylls Mountain 3730 Series is designed to withstand a climb to the highest peaks or a dive to the depths of 200m below sea level. Crafted with Luminox’s cutting-edge lighting system, the Luminox Light Technology, to ensure every timepiece is visible in any light conditions for up to 25 years.

Luminox Bear Grylls Mountain 3730 Series



Bear Grylls Mountain – 3731
SGD \$855 before GST



Bear Grylls Mountain – 3735
SGD \$855 before GST



Bear Grylls Mountain – 3739
SGD \$855 before GST



Bear Grylls Mountain – 3737 Limited Edition
SGD \$940 before GST

Product Specification

Glass Type	Sapphire with anti-reflective coating
Case Material	CARBONOX™
Case Diameter	43 mm
Strap Material	Signature integrated Rubber strap with CARBONOX™ signature buckle
Strap Colour	Black, Green or Blue
Dial Colour	Black and Sand/Green/Orange, or White
Functions	Date
Movement	Quartz
Water Resistance	200 metres



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.

AVAILABILITY

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, TANGS at Tang Plaza Level 3 and authorised watch retailers.

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

Facebook: <https://www.facebook.com/LuminoxSingapore/>

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