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## PRESS RELEASE

### Luminox Navy SEAL 'ALL IN ALL THE TIME'

**April 2024** – Luminox kicks off a special 35<sup>th</sup> Anniversary year with the launch of the limited-edition blackout Navy SEAL – 'ALL IN ALL THE TIME'. The partnership with the Navy SEALs started back in 1994, and Luminox has since been producing watches that are tough and robust for the world's most elite and special force. As a nod to the brand's heritage with the United States Navy Department, Luminox launches an exclusive 775 pieces, in honour of the Navy Department starting on October 13, 1775.

Apart from the Navy SEALs' impressive physical toughness, their unmatched mental strength also clearly plays an equally important role to enable these warriors to continuously deliver exceptional performance in the most extreme situations. They utilise mantras to build and grow a mindset which allows them to overcome seemingly impossible tasks.



The new limited edition pays homage to one of their key mantras, 'ALL IN ALL THE TIME'. This mantra is used as a call and response between members of a unit to prepare and focus themselves, providing motivation to the wearer to give their all, no matter the situation. The 'ALL IN ALL THE TIME' mantra is embossed in gold colour on the dial from 7-11 hours.



The watch features a black rubber strap and the popular Luminox black-out colourway with the striking golden-coloured mantra on the dial, along with the gold tone Navy SEAL trident logo on the case back. With a 45mm CARBONOX™ case and uni-directional bezel, the watch is both extremely lightweight and durable. This timepiece also features the brand's signature Luminox Light Technology across the hour markers, hands and bezel, making the watch glow 24/7 no matter the light condition. This constant visibility allows the wearer to be 'ALL IN ALL THE TIME'.

With the iconic blackout design and case shape, this limited edition is perfect for the tactical enthusiasts and those looking for a reliable watch that honours the mindset of the toughest marine commandos on the planet. It is a watch that inspires one to be 'ALL IN ALL THE TIME'.

Luminox Navy SEAL 'ALL IN ALL THE TIME'



Navy SEAL 'ALL IN ALL THE TIME' – 3501.BO.AL  
SGD \$820 before GST

Product Specification

Glass Type	Hardened mineral glass
Case Material	CARBONOX™ (Carbon compound)
Case Diameter	45 mm
Strap Material	Rubber
Strap Colour	Black
Dial Colour	Black
Functions	Date, Dive bezel
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.

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## **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](http://www.luminox.com.sg)

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