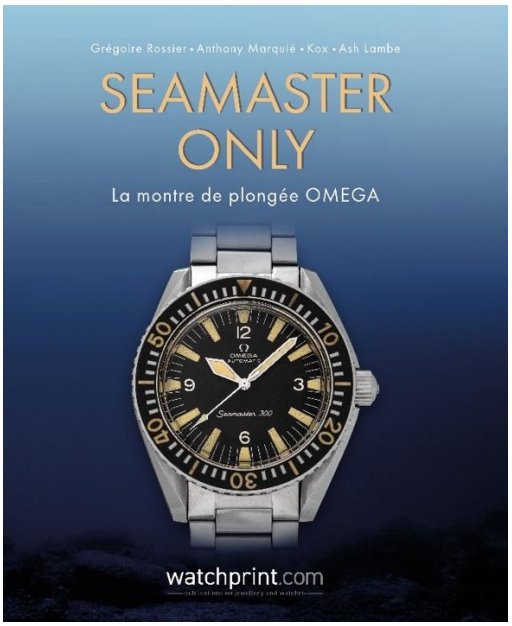
WATCHFID

RESHAPING WATCH COLLECTING

PRESS RELEASE

THE AUTHORS OF MOONWATCH ONLY UNVEIL THEIR NEW BOOK

THE SEAMASTER ONLY



More than ten years have passed since the global success of their first watch book, MOONWATCH ONLY, dedicated to OMEGA's iconic Speedmaster Moonwatch model.

Since then, Grégoire Rossier and Anthony Marquié have continued their work on various highly coveted models and developed a highly sophisticated research and writing methodology.

A dozen watchmaking books have been published by Watchprint (including Nivada Chronomaster, Breitling Navitimer, Rolex Daytona, etc.), allowing enthusiasts, collectors, and professionals in the field to enrich their knowledge on these subjects.

As collectors at heart, Grégoire and Anthony had one wish: to produce a book on OMEGA's famous diving watch, a daunting challenge given the breadth of its history!

After several years of demanding but exciting work, the authors are proud to announce the upcoming release of SEAMASTER ONLY, published by Watchprint.

To bring this ambitious project to fruition, they enlisted the help of two of the most renowned expert collectors of the Seamaster 300, who provided additional insight and expertise.

This new book features a foreword by OMEGA CEO Raynald Aeschlimann and Victor Vescovo, OMEGA ambassador and renowned deep-sea explorer.

SEAMASTER ONLY

Why launch this book? Why did the Seamaster model need such a study?

The Seamaster is one of OMEGA's iconic models and a landmark in the history of watchmaking.

Since its inception in 1948, it has given rise to a multitude of variations, ranging from genuine professional diving watches to more versatile and elegant models, all with one thing in common: remarkable water resistance.

The quest for water resistance has always been a real challenge for watchmakers, perhaps even more so than traditional functional complications. The technology and expertise required for this quest were also a source of interest for our authors.

For a long time, however, the wide variety of Seamaster models made the visual identity of these watches confusing for enthusiasts and collectors, unlike the Speedmaster, for example. Until the 1990s and 2000s, Seamasters were not grouped together in a single collection, and few studies had been devoted to them.

It was precisely this variety and the constant evolution of references and components that appealed to our authors, as it provided fertile ground for applying their ONLY methodology. However, this vast subject proved to be a real challenge, and for obvious reasons, they had to make some choices. They therefore focused their in-depth ONLY analysis on the Seamaster 300 model (1957-1970).

Were any discoveries made?

Throughout the study and research phase that preceded the writing, the authors made several discoveries related to the history of this model and its technical aspects. They also appreciated the infinite variety of versions, including some that are virtually unknown or were intended for specific customers, such as certain elite army units.

About the authors: who's who?

Anthony Marquié and Grégoire Rossier are the authors of the ONLY, STORY, and ICONS collections, reference works devoted to the most iconic watches in watchmaking history. They are also the founders of WATCHFID, an advisory company exclusively dedicated to collectors of vintage and prestige watches (www.watchfid.com).

For this project, they had the pleasure of collaborating with two expert Seamaster collectors.

Danish collector “Kox” has been conducting in-depth research on the Seamaster 300 for many years.

Ash is a British antique dealer, farmer, and pilot who has been collecting and studying vintage OMEGA sports watches for over 25 years. He was pleasantly surprised to discover a family connection to the inventor of the anchor escapement, which is still used in watch movements today.

SEAMASTER ONLY

BACK COVER

World-renowned for its prominent presence in every James Bond film since 1995, the OMEGA Seamaster actually made its debut in 1948, thanks to the expertise developed by the brand during the war in designing water-resistant watches. Then, in 1957, OMEGA introduced its famous trilogy - the Speedmaster, Railmaster, and Seamaster 300 - marking a major milestone in the field of professional watches.

Worn by civilian and military divers, the Seamaster 300 laid the foundation for a range that has continued to evolve ever since. In the early 1970s, the Seamaster 600 – the famous Ploprof – and Seamaster 1000 pushed the boundaries of diving watches, while the 1990s marked the real boom of the collection: Diver 300M (1993), Aqua Terra 150M (2002), Planet Ocean 600M (2005), and finally the incredible Ultra Deep, water-resistant to a depth of 6,000 meters. The Seamaster also captured a wider audience thanks to the watches produced for the Olympic Games.

Both historical and technical, this new book in the “ONLY” collection focuses on diving models and more specifically on the Seamaster 300.

For the latter, the authors have employed the in-depth analysis methodology that has characterized their work for over ten years, allowing novice enthusiasts and more knowledgeable collectors alike to delve into the intricacies of these iconic models, from their creation to the present day.

After publishing a dozen books devoted to iconic models—including three in the ONLY collection, crowned by the global success of their book MOONWATCH ONLY on OMEGA's Speedmaster—Grégoire Rossier and Anthony Marquié have successfully taken on a new challenge: writing a book on OMEGA's Seamaster model: SEAMASTER ONLY.

SEAMASTER ONLY : The OMEGA diving watch

By Grégoire Rossier, Anthony Marquié, Kox, and Ash Lambe

608 pages

Price: €250 / French and English versions available

Availability: November 2025

Publisher: Watchprint

WATCHFID

THE REFERENCE BOOKS ON WATCHES

Aimed at both seasoned connoisseurs and casual enthusiasts, the watch books written by Anthony Marquié and Grégoire Rossier have enjoyed undeniable success since the publication of their very first work: MOONWATCH ONLY in 2014.

The watch collector community immediately appreciated their rigorous methodology, stemming from their scientific training, which enabled them to perfectly describe and analyze the evolution of models over time.

Since then, the authors, who also created the WATCHFID Company in 2020, have written several other books grouped into three distinct collections:

• The "**ONLY**" Collection (MOONWATCH ONLY, FLIGHTMASTER ONLY, CHRONOMASTER ONLY, and SEAMASTER ONLY) includes comprehensive technical guides dedicated to the evolution of a specific model, from its launch to the present day. These works are intended to become definitive references for anyone wishing to study, purchase, or collect the models in question.

• The "**STORY**" Collection (A MOON WATCH STORY, NAVITIMER STORY) is aimed at a wider audience: these books are more narrative in style and also tell the story of the models, while explaining the main developments during their production.

• The "**ICONS**" Collection (ROLEX COSMOGRAPH DAYTONA, VOL. 1 & 2) focuses on iconic models and uses the same research and analysis methods as the "ONLY" Collection; however, they are less technical and simpler in format.

WATCHFID : A SPECIALIZED CONSULTING FIRM

PARIS, MILAN, LAUSANNE, MONACO

"Our aim is simple: to enable everyone to understand the quality of a collector's watch in the simplest, most reliable way possible.

Anthony Marquié

WATCHFID's mission is to create a genuine ecosystem at the service of watch collectors. In a complex and opaque market, the aim is to create a climate of trust by promoting quality, transparency and traceability for collectors' watches.

WATCHFID's concept is based on a number of complementary activities designed to create a naturally virtuous circle:

- in-depth research and knowledge linked to the production of watch books,

- the development of unique watchmaking databases,

- innovative analysis methodologies and processes,

- comprehensive and rigorous expert reports,

- the creation of a secure blockchain digital passport for each watch,

- an online showroom of certified watches,

- customized, personalized advice,

- exchanges between collectors thanks to the Watchfid community.

For further information and interview requests with the founders:

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