

ZODIAC WATCHES AND A BLOGTOWATCH FOUNDER ARIEL ADAMS RELEASE NEW SPECIAL EDITION OF THE COVETED SUPER SEA WOLF

From the Bahamas to your wrist. Zodiac and Ariel Adams, founder of aBlogtoWatch, are thrilled to announce a new special edition: Zodiac Super Sea Wolf Aquamarine Dream. The watch design was inspired by Ariel's travels to the island of Nassau, his love of leisure in the warm coastal waters and the freedom of personal exploration. The special-edition collaboration timepiece celebrates Zodiac and Ariel's mutual respect for the history of watchmaking and adventure-focused timepieces.

"Since starting aBlogtoWatch back in 2007, making me one of the original 'professional watch bloggers,' I've built up one of the world's largest wrist watch publications with a goal of helping people connect with timepieces that uniquely define them. For most of my career I've been the 'critic,' but more recently I've also become a 'creator' as Zodiac entrusted me with imagining something new for them," says Ariel Adams. "The opportunity for inspiration came in 2019 when I was traveling to the island of Nassau in the Bahamas. An aBlogtoWatch community member won a giveaway promotion we did with Zodiac, and I spent several hours a day in the water wearing a variety of Zodiac watches. While in the water, I kept looking at the distinctive Caribbean shades of aquamarine on the seafloor. The colors were beautiful, soothing, and natural. I took some pictures and knew then that I wanted to create a Zodiac timepiece that celebrated that view, and reminded me of swimming off those inviting shores."

The Zodiac Super Sea Wolf Aquamarine Dream Special Edition boasts a stainless steel 40mm case, stunning aquamarine toping, Swiss Made STP 3-13 automatic movement and 20 ATM water resistance. The rounded hour markers and hands are designed to mimic the curved edges of underwater stone while the matte finish creates a softer look – resulting in a legible, calming and symmetrical dial. Each Super Sea Wolf Aquamarine Dream comes with both a classic five-link stainless steel bracelet and perforated rubber strap, and features an enamel-filled, specially-etched caseback with "I'd rather be swimming" in Ariel's handwriting. The timepiece comes in packaging printed with Ariel's own underwater photography that inspired the blue-green tones and design.

“Zodiac has made the modern Super Sea Wolf watches iconic by rendering their classic shapes in a variety of compelling colors and treatments. For my Super Sea Wolf design, I wanted to not only create a distinctive color palette but also a revised dial that matched my own personal tastes as someone who has been collecting watches for nearly 20 years,” says Ariel. “Emotion maketh the watch. If there is anything all watch enthusiasts can agree on – it is that sentiment drives our passion for timepieces. Watches are personal tools that perform functions but that also complement who we are – and sometimes who we want to be. It is exactly this emotional experience that I wished to capture and convey in a product when Zodiac asked me to imagine a timepiece together with them. I want this watch to take me back to Nassau and the same state of mind whenever I look at it – anyone who has seen these blues and greens under the waves will be immediately transported to the shallows as well.”

The Zodiac Super Sea Wolf Aquamarine Dream Special Edition will be available beginning May 13 through Zodiac and select retail partners for \$1,495. Visit www.zodiacwatches.com and www.ablogtowatch.com for more information, and follow along at @ZodiacWatches and @aBlogtoWatch.

ZODIAC

With a rich legacy dating back to 1882, the [Zodiac](#) watch brand is dedicated to excellence in precision, design, and craftsmanship with authentic Swiss horology. Today Zodiac creates exclusive watches that maintain historical authenticity to vintage models while incorporating contemporary updates, proprietary movements, and always improving functionality.