

PRESS RELEASE EDOX
OCTOBER 2025

POP NEPTUNIAN AUTOMATIC



JO DI BONA
LIMITED EDITION

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EDOX

Maître Horloger - Les Genevez
depuis 1884

POP NEPTUNIAN AUTOMATIC

JO DI BONA LIMITED EDITION

TECHNICAL FEATURES

- Ø42MM
-  CALIBER 80 (SW 200)
-  STAINLESS STEEL COATED IN MATTE BLACK PVD
-  CERAMIC BEZEL
-  3MM THICK SAPPHIRE CRYSTAL
-  SCREW-DOWN CROWN
-  WATER RESISTANCE 300M / 30 ATM
-  SUPER-LUMINOVA ON DIAL AND HANDS
-  12.3 MM CASE HEIGHT
-  175G

LIMITED TO 100 PIECES

RECOMMENDED RETAIL PRICE : € 1'990

AVAILABILITY : NOVEMBER 2025



80141 37NM BONA

BUILT FOR THE DEEP. MADE FOR THE STREETS.

In a bold move to reinterpret the classical diver's watch through an urban and contemporary lens, Edox has partnered with renowned French artist Jo Di Bona to create the Pop Neptunian Automatic Limited Edition. This striking timepiece, limited to just 100 pieces worldwide, merges the creative energy of street art with the technical heritage of Swiss watchmaking.

"I DIVED INTO EDOX'S UNIVERSE"

When asked about the origins of his work, Jo Di Bona explained: *"I started out doing graffiti in the early '90s, and today I'm proud to be part of the big contemporary urban art family. For this collaboration with Edox, I took inspiration from an 18th-century sculpture at the Louvre titled Neptune Calming the Waves. There's this contrast between calm and power – and that's exactly what inspired me to create this piece, which also echoes the spirit of a watch built to withstand depths of up to 300 meters."*

THE TIMEPIECE

Staying true to Edox's diving heritage, the Pop Neptunian retains hallmark features such as a ceramic bezel, a screw-down crown, and a robust 3mm-thick sapphire crystal. But in this reinterpretation, these technical elements shift from pure underwater functionality to become symbols of quality, durability, and bold design in a contemporary urban context.

Beneath the expressive dial lies the Swiss-made automatic movement SW200, housed in a 42mm stainless steel case coated in matte black PVD. The dial reproduces Jo Di Bona's Pop Neptunian artwork through a high-precision poly-stamping technique, capturing the vivid contrasts and layered textures of the original piece. White Super-LumiNova® elements glow in the dark, revealing unexpected details and giving the artwork a dynamic, almost underwater presence. The caseback also features Jo Di Bona's signature, subtly contrasting in glossy relief against the matte background.

Born from an artistic impulse and a shared desire to explore new creative territories, Pop Neptunian boldly redraws the map of what a diver's watch can be.



ABOUT THE ARTIST – JO DI BONA

Jo Di Bona is a French contemporary artist and pioneer of “Pop Graffiti” – a bold fusion of street art, vintage collage, and pop culture. Known for his colorful tributes to icons, diversity, and emotion, his work has been featured in exhibitions and public murals around the world, including a special project for the 2024 Olympic Games in Paris.

His creative process involves a dynamic interplay of layers – first adding movement-rich graffiti forms, bold colors, drips, and stencils, then overlaying vintage posters and comic books to evoke nostalgia and pop energy. Finally, a black-and-white image is torn to reveal the textures and colors underneath, creating a unique dialogue between past and present.

THE ARTWORK – POP NEPTUNIAN

Inspired by the 18th-century sculpture Neptune Calming the Waves at the Louvre, Pop Neptunian reimagines the Roman god of the sea in a contemporary, chaotic world. The artwork explores contrasts – between power and serenity, classical and urban, control and energy – much like the watch it was made for.

Jo Di Bona’s creative process blends graffiti strokes, stencils, vivid colors, paint drips, and fragments of vintage posters. For this piece, he also incorporated cutouts titles from old comic books and from historical Edox advertisements, creating a rich visual dialogue between past and present. The final gesture – tearing through a black-and-white image to reveal hidden layers – gives the piece depth, tension, and emotion, like a submerged world breaking through the surface.



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ABOUT EDOX

Like time itself, Swiss boutique watchmaker Edox never stands still. Founder Christian Ruefli-Flury was driven by his heart when, in 1884, he made a pocket watch for his beloved wife Pauline's 25th birthday. Delighted, she convinced him to set up his own company – Edox.

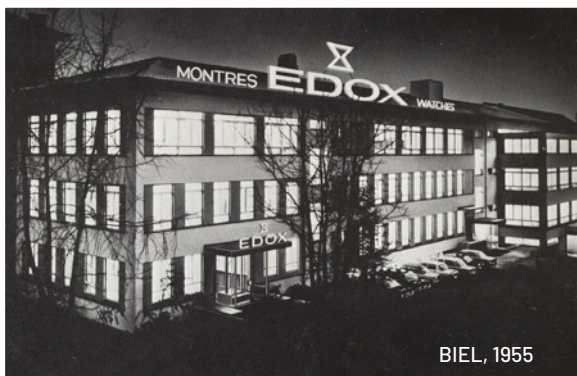
Over the decades Edox has forged a reputation as “The Water Champion” of the watch world, creating world-leading divers' watches. Ruefli-Flury would no doubt be amazed and honoured how his legacy has flourished over the past 140 years.

One of the few remaining family owned Swiss watchmakers, Edox proudly acknowledges its heritage but also embraces innovation and imagination in its collections. Today, Edox is known for its highly water-resistant timepieces, complex hand-polished watch cases and traditional hand assembling.

Edox. A company shaped over time. A company shaping time.

ABOUT THE NEPTUNIAN COLLECTION

The Edox Neptunian collection embodies the brand's legacy in professional dive watches. With models engineered to resist up to 1,000 meters of water pressure, Neptunian timepieces are a bold expression of technical mastery and durability. Each watch features signature diver attributes – unidirectional ceramic bezel, screw-down crown, and a robust sapphire crystal – designed to perform under pressure. While firmly rooted in the world of deep-sea exploration, the collection evolves with a modern edge, making it just as relevant in the urban landscape as it is in the ocean depths.



BIEL, 1955



LES GENEVEZ, 2025

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