

LUMINOX EVOLVES AN ICON WITH THE NEW NAVY SEAL 3550 SERIES

NEW YORK, NY, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- New York, U.S. – July 2026 – [Luminox](#) introduces the new [NAVY SEAL 3550 Series](#), a reengineered evolution of one of the collections that has defined the Swiss watch brand for more than three decades. Retaining the rugged construction and tactical functionality associated with Luminox's NAVY SEAL watches, the new 3550 Series introduces a refined 44 mm case, slimmer profile and integrated strap design created for a more comfortable and versatile fit.

The new series builds on Luminox's longstanding connection with the U.S. Navy SEALs while updating the collection for a new generation. The redesigned case has been streamlined and balanced on the wrist, with a more protected crown and a unidirectional bezel that now sits flush with the case. Slimmer hands reference early Luminox designs, while a newly textured NBR rubber strap integrates more closely with the case to create a cohesive, contemporary silhouette.

The dial has also been refined, incorporating numerals in Liberator Sans Heavy, the official typeface of the U.S. Navy – a subtle detail that reinforces the collection's military heritage.



Navy SEAL 3550 Collection



XS.3551

“With the NAVY SEAL 3550 Series, our goal was to evolve one of Luminox’s most iconic collections by creating a slimmer, more streamlined watch that sits naturally across a wider range of wrist sizes, without compromising the toughness and functionality professionals rely on,” said Pierrick Marcoux, Group Product Director at Luminox. “Every design decision was made to preserve the tactical DNA that has earned Luminox approval by the U.S. Navy SEALs in two independent evaluations, in 1992 and again in 2013, while giving the watch a more refined and integrated form.”

Despite its redesigned profile, the NAVY SEAL 3550 Series retains the performance credentials at the heart of the collection. Its distinctive turtle-shaped 44 mm case and unidirectional bezel are constructed from Luminox’s lightweight and durable CARBONOX™ material, while a sapphire crystal with anti-reflective coating protects the dial. The watch is water resistant to 200 meters and powered by a Swiss Ronda 515 quartz movement.

XS.3553



Visibility remains central to its functionality. Sixteen [Luminox Light Technology](#) (LLT) tubes positioned across the dial and hands provide a constant glow in low- and no-light conditions for up to 25 years, without requiring an external light source to charge them.

The NAVY SEAL 3550 Series traces its heritage to 1992, when Luminox developed the Original Navy SEAL 3001 with input from the U.S. Navy SEALs. Created to meet the demands of underwater missions, nighttime operations and intensive training, the watch established the foundations for a collection that would become central to the Luminox brand. That relationship has continued for more than three decades. Following its initial approval in 1992, Luminox was once again independently evaluated and approved for use by the U.S. Navy SEALs in 2013 – reinforcing the performance credentials behind the NAVY SEAL collection.

More than three decades after the Original Navy SEAL watch, that same functional approach continues to inform the new 3550 Series, combining the collection’s established tactical performance with a more streamlined and wearable design.

About Luminox

Luminox is a Swiss Made watch brand known for creating rugged, high-performance timepieces built for demanding environments. Since developing the Original Navy SEAL watch in 1992, Luminox has established longstanding relationships with military, search-and-rescue, aviation and outdoor professionals around the world.

At the heart of the brand is Luminox Light Technology (LLT), a self-powered illumination system using microscopic glass tubes that provide continuous visibility in all light conditions for up to 25 years. Today, Luminox watches are worn by professionals and adventurers worldwide, with partnerships including the Navy SEAL Foundation, global outdoor adventurer Bear Grylls, the Icelandic Association for Search and Rescue (ICE-SAR) and Lockheed Martin.

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