

Duty Free Dynamics CEO Nicolas Dobry shares a story about his passion for Scuba Diving combined with his experience with Seiko



Nicolas Dobry, CEO, DFD, a 47-year-old diving enthusiast, shares a story from his recent trip to Grand Cayman, which allowed him the opportunity to dive with his new Seiko Prospex Diver Automatic

Duty Free Dynamics (DFD) is a Master Franchisor of innovative, global brands for the travel retail (duty free) channel of the Americas. The group's brand portfolio consists of 10 product categories including watches. As of one year ago, DFD has sealed an alliance with Seiko, one of the most widely recognized brands in the world of watches.

Nicolas Dobry, CEO, DFD, a 47-year-old diving enthusiast, tells us that a recent trip to Grand Cayman allowed him his first opportunity to dive with his new Seiko Prospex Diver Automatic, a special edition that was jointly developed with PADI, the mecca of recreational diving.

Dobry comments: "I was very impressed. This is a robust watch, 43.8 mm, with Hardlex crystal, 200-meter water resistant and underwater visibility that I've rarely seen before...It's also such an attractive, super-sporty model, that I've been wearing it on the surface as well. I always noticed most₁

divers favor the Seiko brand and now I can see why..."

Reflecting on his passion for diving, he shares: "As a young boy, I loved watching those Jacques Cousteau documentaries, rarely missing any of them. Later on, at age 19, I went on a Caribbean cruise with my grandmother Giselle, avid swimmer and promoter of water sports. When docking in St. Martin, we noticed a sign about participating in a "diving baptism"; needless to say, [she] led me right to it...and that's when I fell in love with diving.

Ever since then, always looking forward to my next underwater adventure. I do travel extensively all over the world and every opportunity I have to enjoy the sport, deepens my sense of appreciation and respect for the water world, which some people don't realize covers two-thirds of our planet."