



SHU YOSHINO



SEIKO

ASTRON

The watch that has forever revolutionized watchmaking.

BREGUET ABRAHAM LOUIS

The genius that has defined the principle of watchmaking.

CONCOURS DE CHRONOMÉTRIE EN SUISSE

The competitions that have generously allowed SEIKO to show the quality of its watches.

DIVERS WATCH

The kind of watch that has proved that SEIKO has also made a contribution to development.

E-INK WATCH

The contrast that changes the definition of the digital watch.

FAKE WATCHES

The proper name for the pseudonym “replica” that plays a part in increasing or decreasing the value of genuine watches.

GRAND SEIKO

The ultimate form of a precision watch, practical and beautiful.

HATTORI FAMILY

One of the rare founding families to still control a watchmaking house.

INTEGRATED MANUFACTURING

The model of production we have used in SEIKO since the beginning.

JAPAN MADE

The emblem of quality, workmanship and innovation.

KINETIC

An interesting development for quartz.

LIMITED EDITION

... for unlimited demand!

MEMS

A production process that creates components with a complex, precise and smooth form.

NICOLAS G HAYEK

The greatest businessman of our time; he has turned a cottage industry into a modern business.

OMEGA

M. Hayek's firstborn.

PATEK PHILIPPE

An ideal.

QUARTZ

The technology that still has a lot of potential even 40 years after its birth.

ROLEX

A good example of the change in the positioning of watches (see “Watch”)

SPRING DRIVE»

The future of watchmaking.

TOURBILLON

The exemplar of a mechanism to admire.

ULTRA THIN

Perhaps the new trend after the “überuhren”.

VALJOUX 7750

We have good alternatives, if you are interested.

WATCH

A functional product at one time, now personal or symbolic.

XL SIZE WATCHES

A bit too large for me.

YESTERDAY

Our founder always said ‘never look back’.

ZEN

The state of spirit of Grand Seiko.