

## THE 65TH ANNIVERSARY MODEL FROM THE OPEN HEART-MODERN LINE



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In 1950, ORIENT WATCH was established in Tokyo, the capital city of Japan, and ever since it has been producing mechanical watches. ORIENT STAR is known for its high-grade lines, launched very soon after the company's foundation, and has been highly regarded by people around the world for decades.

This year 2015, an anniversary model has been launched to commemorate the 65th anniversary of ORIENT WATCH from the ORIENT STAR: OPEN HEART-MODERN line, which is characterised by its dial design, boldly cut-out to trigger instant recognition that it is a mechanical watch.

While in regular models there is a single circular cutout at 9 o'clock, this dial also features a fan-shaped cutout at 2 o'clock and an arch-shaped cutout from 4 to 7 o'clock, making the see-through part larger. Its appearance with the incredibly dynamic dial design has certainly defined the model, which also achieves excellent visibility with its three-dimensional hour index, the power reserve indicator at 12 o'clock and a small size second hand at 6 o'clock, creating a luxurious look

and at the same time, an extremely functional design with all the information being readily visible and recognisable.

The watch case featuring a unique combination of mirror and matte finishes accentuates the aesthetic presence of the watch. The lug design particularly is also beautiful with its three-dimensional curved surface with polished edges reflecting light and creating a striking image.

These details combine to produce an impression of perfection, the result of uncompromising attention through every step of production, in line with ORIENT STAR's traditional approach.

The anniversary model features a lustrous dial creating a beautiful harmony with the pink gold hands, which add further elegance to the watch. The stylish and unique colour to combination is exclusively applied in the 2,000 pieces of limited-edition watches, which will be sold world-wide to commemorate the 65th anniversary of ORIENT WATCH. Each watch comes in a specially designed gift box, and is embossed on its see-through case back with the limited-edition serial number.

You can enjoy the superb sense of luxury and upgrade your fashion style, both on business while wearing a suit and casually dressed during your private time.