

THE CHALLENGING SPIRIT OF ORIENT WATCH

Despite ORIENT WATCH's solid reputation for producing substantial and regal masterpieces, connoisseurs will nevertheless be familiar with the watch manufacturer's pioneering attitude of promoting cutting-edge watchmaking.



Driven by a longstanding corporate culture of embracing challenge, ORIENT WATCH has often been willing to try things before anyone else in the industry, and has enjoyed doing so. For example, the "Grand Prix 100", which aims for a world record in the number

of jewels with 100 jewels set around the movement, and the self-winding "Fineness", the thinnest watch at the time, are extremely famous models that are admired by every watch enthusiast. The watchmaker's achievements also include a diver's watch whose water resistance was instantly boosted to 1,000 metres from some 100 metres, which was then commonly deemed to be the limit. These are just some examples of the many products ORIENT WATCH has launched that bear witness to its determination to be the world's number one.



Nevertheless, the manufacturer also has a playful and open-minded side: the vividly coloured "Jaguar Focus" proved to be a big hit as soon as it was launched, at a time when almost every dial was coloured white or beige. The manufacturer was also quick

to adopt the nine-sided cut glass method that is now common in the watch industry. Working with resolute persistence, yet out of the limelight, it has turned one innovative idea after another into a commercial reality, setting new standards for the industry at the same time.



In 1951 ORIENT WATCH announced the launch of its flagship brand "Orient Star", destined to become a shining star for the company. This brand has devoted itself to the domestic manufacture of mechanical watches, showcasing Japanese technical

capabilities to the world. While the brand has continued to improve its ranges and models, the in-house Calibre 46 series, born in 1971, remains emblematic of this endeavour. The movement has undergone repeated updates and

improvements in its power reserve, world time and GMT functions since it first went into production 45 years ago. Very few manufacturers can boast a single calibre with such distinguished and long-running service.

INTRODUCING THE ORIENT STAR "OPEN HEART - MODERN"

Among the company's latest models, the ORIENT STAR "OPEN HEART - Modern" features a greater see-through area than the conventional semi skeleton models while also implementing the dial design characteristic of an automatic watch. Its case, with sharply cut lugs, gives an edge to its contemporary design. The movements visible from the bold, open windows of the dial are ORIENT WATCH's Japan-made movements that offer the user the joy of owning an automatic watch. The dial, with its brave new design and visibility, comes in black, navy or white as well as brownish grey. Also available in a model that incorporates pink gold indices, it is intended to display elegance in a sharp, contemporary interpretation. ORIENT WATCH offers two types of bracelets: a dimensional metal bracelet that features varying polishes, and a calf leather strap with crocodile embossing. Finished in a simple yet refined style, the bracelets fit a wide range of fashion styles, from business to weekend casual. ■

SPECIFICATIONS

- Glass material: sapphire crystal with anti-reflective coating
- Caseback: screw-down see-through crystal caseback
- Water resistant: 10 bar
- Case Diameter: 41.00mm
- Thickness: 12.35mm

MOVEMENT :

- ORIENT calibre 40S62
- Made in Japan
- Drive system: self-winding movement with manual winding mechanism (stop-second mechanism)
- Vibrations: 21,600 vibrations/hour
- Daily accuracy: +25 - 15 sec/day
- Running time: more than 40 hours
- Number of jewels: 24 jewels
- Function: power reserve indicator

www.orient-watch.com/orientstar



ORIENT STAR