

VIVACE



SUJ553P, SUJ542P

Vivace was first launched in 2000 and the Vivace style has found favour world-wide among women who seek real quality as well as innovative styling. The new 2003 Vivace design retains the warmth, simplicity and elegance of the original but has a new, younger, flair. In a word, it's Vivacious!

Inspired by the sea shore

The new design draws its inspiration from the shapes and textures of the sea shore. Pebbles made smooth by the play of the waves, ripples of water as the waves rise up the beach and the shimmer of wet sand in the sunshine - all have inspired the soft smooth lines and textured surfaces of the new Vivace.

Innovative Textures, Refined Design

And, like all Seiko designs, the new Vivace combines Innovation & Refinement. The surface of 6 of the new Vivace models carries a new kind of texture, unique to Seiko, called 'Frost Finish', which is both beautifully tactile and visually delightful. And all the new Vivace watches have the refined elegance that has always characterised the collection, slimness, curved crystals, and, in some models, 8 diamonds on the patterned dials.

History

- * Launched in 2000.
- * Vivace is one of Seiko's five star collections: Arctura, Vivace, Sportura, Premier and Rivoli.

New models

- * 15 references in 3 cases.
- * Case: Pillow, cushion and track shape.
- * Glass: Curved Hardlex.
- * Band: Solid stainless-steel bracelet. Deployment clasp with push-button release.
- * Water-resistance: All models 50m water-resistant.
- * Price: The suggested retail price will be approximately from Euro 280 to 420.
- * Market entry: Leading international markets from autumn 2003.