

SEIKO Image Stores

A further refinement for top SEIKO Elite partners



Strasbourg, France

In mid 2003, SEIKO Watch Corporation launched a new retail identity programme for the SEIKO brand, including new point-of-sale displays. To date, these new displays have been installed in over 15,000 retail stores worldwide and have been very well received as a powerful expression of the 'Innovation & Refinement' strategy of SEIKO.

To further enhance the image of the brand, SEIKO Watch Corporation is extending this retail identity programme in a new direction. Over the coming months, 'SEIKO Image Stores' will be created in partnership with around 30 of SEIKO's best Elite Dealer stores across the world. These SEIKO Image Stores are dedicated areas within the stores where the true character of the SEIKO brand will be presented to potential buyers, along with, of course, the very latest models in the SEIKO Elite collections.

Each SEIKO Image Store will be different – customised to the individual retail store, but all will project the same brand identity – the predominant colours will be white and silver, with a cool, modern and sophisticated feel. All will incorporate screens which will show explanatory video material on SEIKO's Elite collections and on SEIKO's latest technologies, such as Kinetic Auto Relay and Kinetic Chronograph.

The SEIKO Image Store concept has been tested successfully in France for a year. The owner of one of the test stores reports spectacular results. Mr. Palombo of 'Bijouterie Freres' said 'The SEIKO space transformed our Christmas trade last year. It presented the brand in a very impressive way and attracted many new customers to our store and to the brand.'

In total, 5 SEIKO Image Store projects are already underway, the Printemps department stores in Strasbourg and Lille, Bijouterie Freres in Marseille, Anny van buul Juweliers in DenBosch and Passage Markiz in Istanbul. Over the next few months, a further 25 will be opened in major cities including Barcelona, Berlin, Stockholm, Oslo and Vienna.

In 2005, SEIKO will expand this program around the whole world including Middle Eastern Markets and Asia, where the store in Kunming China is already leading the way.



Lille, France



Strasbourg, France



Istanbul, Turkey



Marseille, France



Den Bosch, the Netherlands



Kunming, China