

October 2004

Rivoli:
In a word, imagination

At the 2004 Basel Fair, SEIKO presented the new generation of Rivoli - 10 references with designs based on the shape of nature's waves, all with metal bracelets. The series is now expanded with the addition of 6 new leather strap models.

In its 16 year history, Rivoli has been Seiko's leading collection for women and every Rivoli watch has been a new expression of creativity and imagination. The new strap models are no exception. The wave motif is retained, as are the numerals that seem to float, as if by magic, inside the curved hardlex glass. New, however, for these models are the mid size case, the inclusion of one diamond dial model and the use of Roman numerals on 3 of the references.

The new references express 3 themes



SUJA49

The diamond-dial model SUJA49 has a sleek, satin covered leather strap and the 12 diamonds sparkle on the black dial. A watch for the very special occasion.



SUJA47 SUJA48

These two references (SUJA47 and SUJA48), one steel and one with gold tone, have very soft, smooth calf leather straps and are perfect for the dress look, day or night or all-day round.



SUJA45P1 SUJA46 SUJA45P2

Three references (SUJA45P1, SUJA45P2 and SUJA46), three colours. One strong, but casual look. The bold Arabic numerals express the modernity and joie-de-vivre of Rivoli.

Like all Rivoli designs, there is high functionality as well as high design. All 6 styles are 3 bar water resistant, all have three-fold clasps with push button release and all are stainless steel, or steel with gold tone.

Rivoli: Flair, Elegance and originality. In a word, imagination.

History

Rivoli was launched in 1987 and is one of Seiko's 5 Elite collections: Arctura, Sportura, Vivace, Rivoli and Premier.

New models

- * 6 references in one case.
- * Glass: Curved hardlex.
- * Band: All shapes are leather, or leather with satin covering and have stainless steel buckles.
- * Water resistance: 3 bar.
- * Price: The recommended retail prices vary by model.
In Europe, the price range is from around €250 to €400.