

SEIKO Opens the SEIKO Center in Paris

As part of the global commitment to present the new Innovation and Refinement strategy of SEIKO to the world market, SEIKO Watch Corporation opened its SEIKO Center in Paris on October 29th, 2004.



The store is designed to showcase the very best of SEIKO, and the collections on display include several designs that are entirely new to the European market. The SEIKO Center is, therefore, a unique showcase for the most exclusive Seiko designs, including the international Elite collections, Premier, Arctura, Sportura, Vivace and Rivoli and several designs previously only available in the Japanese market. In addition, the Seiko Center presents the Seiko clock collection and selected styles from the Pulsar brand.



In addition to presenting the collection, the SEIKO Center also offers expert advice on all aspects of SEIKO, including the history of the brand, after-sales care and details of the full range of SEIKO technologies, from high grade, hand-built mechanical to state of the art Kinetic.



The store is located at 47, Rue Bonaparte, in the heart of St-Germain des Prés . This area resonates with the artistic and literary history of Paris; SEIKO's neighbours include the Ecole Nationale Supérieure des Beaux-Arts, and the Les deux Magots bar made famous by Jean-Paul Sartre, Jean Genet, Simone de Beauvoir and the left bank intellectual set of the 30's and 40's. At the top of Rue Bonaparte is the church of St-Germain des Prés, the oldest in Paris built in 542, which contains the remains of several Merovingian French Kings and a famous memorial to René Descartes. Also, the belfry of the church is the oldest remaining Romanesque building in Paris.



Today, St-Germain des Prés is also a center for exclusive stores and brands. The new SEIKO Center rubs shoulders with Cartier, Swarovski, Louis Vuitton and many others. The area attracts shoppers who seek rare and exclusive brands and products and is now as famous internationally as it is in Paris.

For more information, please contact SEIKO Watch Corporation or SEIKO France.

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