

July 2009

SEIKO Boutiques expand across the globe

On May 25, in Toronto and on June 18 in Hong Kong, the two latest SEIKO Boutiques opened their doors, bringing to seven the number of these boutiques around the world.

Hong Kong

The Hong Kong opening was a major event, attended not only by Hirohiko Umemoto, Director of SEIKO Watch Corporation, and Joseph Wong, Chairman of Thong Sia Watch Co., Ltd., SEIKO's business partner in Hong Kong, but also by SEIKO's ambassador, the celebrated singer Miriam Yeung.





The Hong Kong store is located on Lee Garden Road, Causeway Bay, HONG KONG.
The presence of Miriam Yeung ensured a high level of interest at the opening.

Toronto

The Toronto store is the first SEIKO Boutique in Canada, and is located on Bloor Street West in the heart of Toronto's luxury shopping area.



131 Bloor Street West, Toronto

The SEIKO Retail Experience

These two new stores showcase the very latest international SEIKO collections as well as several exclusive designs which, until now, have been reserved for the home market of Japan. In this way, the new SEIKO Boutiques will offer watch enthusiasts in Hong Kong and Canada a totally new experience of the world of SEIKO.

By offering new and exclusive designs, the worldwide network of SEIKO Boutiques now provides SEIKO with an important platform on which to present and test new collections and ideas, a process that has already enriched the international collection, and will continue to do so as the number of SEIKO Boutiques expands. SEIKO Boutiques have opened in Paris, Amsterdam, Tehran, Qingdao and now Toronto and Hong Kong. All these boutiques present the very best of SEIKO and, in their architecture and interior design, express the Innovation and Refinement that are the commitment of the new SEIKO.

All the stores offer a wide range of SEIKO designs from the Elite Collections, Sportura, Velatura, Premier, and Arctura. They will also present the new Ananta collection which was first shown to great acclaim at this year's Baselworld fair and which will be launched worldwide in September of 2009.

The SEIKO retail network

PARIS



47, Rue Bonaparte, 75006 Paris

Singapore



Thongsia Building, 30 Bideford Road #01-01, Singapore

Tehran



#1580 Valiasr Street, Tehran

Amsterdam



Heiligeweg 14, 1012XR, Amsterdam

Qingdao



No.164 Zhongshan Road, Qingdao