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The SEIKO Premier collection for 2010. New interpretations of a classic theme.

Premier is SEIKO's leading dress watch collection and has been a consistent and significant success worldwide for many years. Its appeal lies in the synthesis of the modern with the classical, both in terms of design and technology. The exterior design is inspired by the architecture of classical times, but with the addition of touches from the world of Art Deco. Similarly, the duality of Premier is expressed in the calibers used; the Premier range includes both traditional mechanical calibers and also the very latest Kinetic movements. In every sense, where classicism and modernity meet, there lies the essence of SEIKO Premier.

The Big Calendar Chronograph

The star of the 2010 Premier collection is the new Big Calendar Chronograph. The caliber is new and combines a high-specification chronograph with a dual-window date display at the 12 o'clock position. It boasts 5 year battery life, a 60-minute chronograph and all the high specifications for which Premier is already famous, a sapphire glass, 10 bar water resistance and full steel construction. With its combination of advanced technology, classical design and luxurious build quality, this new creation is a worthy addition to the already wide Premier collection.



The Big Calendar Chronograph, a new caliber for 2010

A total of 18 new watches join Premier in 2010

In addition to the Big Calendar Chronograph, there are 18 other new additions to the Premier collection for 2010, including a rose-gold tone version of the highly successful Kinetic Perpetual and a series of small-second-hand models, for both men and women, that offer quite outstanding value and all of which are, like all their Premier predecessors over the years, modern expressions of a classical inspiration.



The Premier Kinetic Perpetual, now in rose-gold tone



The Premier small-second hand collection, for men and women

Specifications:

Big Calendar Chronograph

Caliber 7T04

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SPC057/058)

Leather strap with stainless steel three-fold clasp with push button release (SPC059)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 510-560

Kinetic Perpetual

Caliber 7D56

Case: Stainless steel with rose-gold tone hard coating

Band: Leather strap with stainless steel three-fold clasp with push button release (SNP036)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 980

Multi-hand Calendar with Retrograde Day Indicator

Caliber 6G34

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SRL019/023/032)

Leather strap with stainless steel three-fold clasp with push button release (SRL021)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 400-450

Perpetual Calendar

Caliber 6A32

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SNQ103/107/116)

Leather strap with stainless steel three-fold clasp with push button release (SNQ105)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 350-390

Men's Small Second Hand

Caliber 6G28

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SRK019/021/022)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 360-400

Women's Small Second Hand

Caliber 6G28

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SRKZ71/Z72/Z74)

Glass: Curved sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 360-430