

April 25, 2013

## Grand Seiko Historical Collection

### The re-creation of a Grand Seiko classic.

In celebration of 100 years of Seiko watchmaking, a Grand Seiko classic is back. In 1967, when the 44GS first appeared, it established a new look for the collection as it was the first Grand Seiko watch to embody and express the design ideas that a young designer had recently defined for the brand. When the very first Grand Seiko watch was created in 1960, its sights had been set on the purely functional goals of precision, practicality and comfort, and its appeal rested on the engineering excellence of the movement. In the early 1960's, a young university graduate who had recently joined the company saw that this focus on movement engineering was not enough. As he studied the watches on display at the Wako luxury specialty store in Tokyo, he realized that Seiko needed to create watches which sparkled more brilliantly and he determined to set a style for the brand. He invented the "grammar of Seiko design" and the 44GS was the first watch designed to this new specification. The distinctively sober, but sparkling, look of Grand Seiko was born.



SBGW047

The razor-sharp edges to the hands and hour markers are signature characteristics of Grand Seiko.

### A uniquely Seiko aesthetic.

The “Grand Seiko Style” is at once typically Japanese and yet unique to Seiko. In its serenity, it reflects the subtle and restrained sense of beauty that Japanese culture values most highly. However, this calm quality to the design is complemented with a very strict insistence in every detail on the pure essentials of watchmaking: precision, durability and legibility. The combination of these ideas is at the heart of the Grand Seiko aesthetic. The watches gleam brightly and yet are restrained and refined. At the cornerstone of the “Grand Seiko style” is the aesthetic consciousness in Japan of the beauty of light. The Japanese treasure the subtle gradation of the infinite number of shades between light and dark. This is why, for example, Japanese forms such as folding screens and shoji (paper screens) are made of what seem to be simple, straight lines and flat surfaces, but in fact are constructed in such a way that they make possible a wide variety of shades of interwoven light and dark depending on the place and the time. The radiance of every Grand Seiko watch is also attained through this unique Japanese aesthetic consciousness, and consequently while simple, is highly distinctive with its distortion-free polishing adding sharpness to every light reflection.



SBGW047

The craftsmanship and skill of the polishing create the clean edges and perfectly flat surfaces of the Grand Seiko case.

### The 44GS Limited Edition

The new Limited Edition replica of the 44GS is as faithful as can be to its predecessor. It uses a hand-winding movement, carries the emblem on the case back and is the same size. In the stainless steel execution, the dial, hands and indexes are identical.

There are four models in the collection. All use the 9S64 caliber, first launched in 2011. It is a high-accuracy 8-beat caliber (+5 to -3 seconds a day) with a 72 hour power reserve and 24 jewels. Three pieces are in gold (white, yellow and rose) and one is in stainless steel. The cases are 37.9mm in diameter and the sapphire crystals have Seiko’s proprietary anti-reflection coating on the inner surface.

Thanks to the precision of Seiko’s latest machining and polishing techniques, to hold and to study the new 44GS is to experience the quiet perfection of traditional craftsmanship re-invented for a new era. A classic is re-born.



SBGW043



SBGW044



SBGW046

The Grand Seiko 44GS replica is available in three tones of 18 carat gold.

Specifications: SBGW043, 044, 046, 047

- Caliber 9S64  
Driving system: Manual winding type  
Vibrations: 28,800/hour (8/second)  
Power reserve: over 72 hours (when fully wound)  
Jewels: 24 jewels  
Loss/gain Mean daily rate\*: -3 to +5 seconds
  - Case  
18K White Gold (SBGW043), 18K Yellow Gold (SBGW044), 18K Rose Gold (SBGW046), Stainless Steel (SBGW047)  
Diameter: 37.9 mm, Thickness: 11.5 mm  
Water resistance 3 Bar, Magnetic resistance 4,800 A/m
  - Band  
Crocodile with buckle 18K White Gold (SBGW043), 18K Yellow Gold (SBGW044),  
18K Rose Gold (SBGW046), Stainless Steel (SBGW047)
  - Glass  
Box shaped sapphire crystal with anti-reflection coating on inner surface.
- \*Mean daily rate: a mean value of daily rates in a condition where the movement before assembly in a case are measured in 6 positions in a fixed manner under artificially controlled environment for 17 days.

#### Remarks

Approximate recommended retail price range in Europe:  
18K White Gold (SBGW043) Euro 20,000, 18K Yellow Gold (SBGW044) Euro 19,000, 18K Rose Gold (SBGW046)  
Euro 19,000, Stainless Steel (SBGW047) Euro 5,700  
Limited edition: 700 pieces of SBGW047; 70 pieces each of SBGW043, SBGW044, SBGW046