

August 2014

## Seiko Announces Grand Opening of First Boutique in US Luxury Timepiece Brand Expands Global Presence to New York City's Madison Avenue



Seiko Announces Grand Opening of First Boutique in US on New York City's Madison Avenue

August 20, 2014 (New Jersey, USA) – It is with great excitement that Seiko Corporation of America, a subsidiary of Seiko Watch Corporation, announces the grand opening of its first Seiko boutique to enter the United States at 510 Madison Avenue in New York City. A celebration in honor of the announcement was held at 620 Loft & Garden in New York City last night, hosted by Seiko Watch Corporation President & CEO Shinji Hattori, and attended by over 150 industry influencers including Seiko's partner and Wimbledon champion, Novak Djokovic.



Wimbledon Champion Novak Djokovic and  
Seiko Watch Corporation President and CEO Shinji Hattori

Surrounded by the world's most iconic brands on Madison Avenue, the New York Seiko boutique is primarily dedicated to Seiko's prestigious collections, including Astron and Grand Seiko. It also unveils collections never before sold in the US, including Galante and Credor, and various boutique exclusives within the US, including Prospex collections. This venture continues to showcase Seiko's progressive philosophy of presenting paramount design, quality and precision in each new project brought to the US fine timepiece market.

"The opening of the US market's first boutique in New York City is achieving a passionate goal of mine," says Mr. Shinji Hattori, President and CEO of Seiko Watch Corporation. "Seiko has been seeking the most ideal timing and location to spotlight our product, catering to our affordable luxury timepieces, including Grand Seiko and Astron. Opening a boutique in a market such as New York City does just that, following standards from Seiko boutiques in Paris, Amsterdam, Hong Kong and Cairo as well as the Wako luxury specialty store in Tokyo."

The New York Seiko boutique boasts a design that expresses Seiko's brand vision of innovation and refinement as well as its core value of being the only watch manufacturer with every watchmaking expertise. Seiko's brand elements of history, technology, luxury and craftsmanship are found throughout the boutique, focusing on a modern yet sophisticated style.

For more information on the New York Seiko boutique, visit [www.seikousa.com/boutique](http://www.seikousa.com/boutique).

For more information on Seiko Corporation of America, visit [www.seikousa.com](http://www.seikousa.com).