

January 31st, 2025

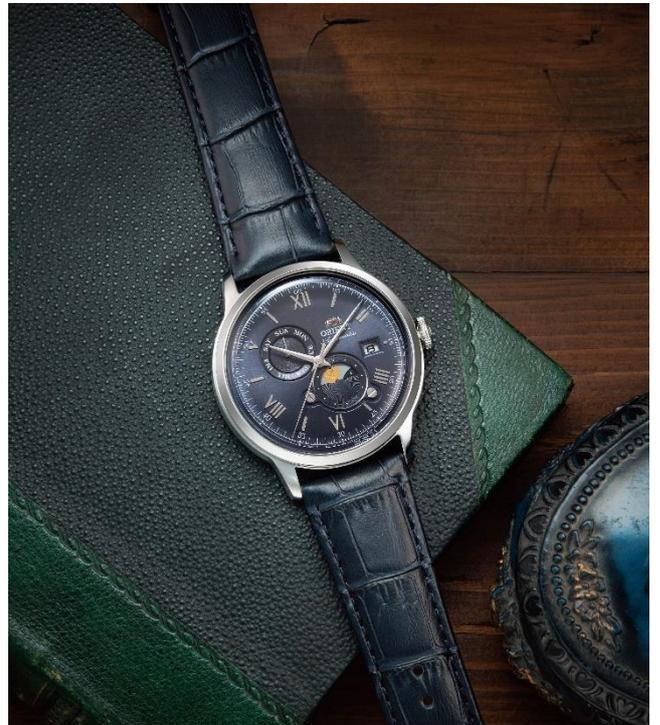
## Orient Launches New Colours for Classic and Simple Style and Limited Edition 75<sup>th</sup> Anniversary Model

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Orient has released four new Classic and Simple Style models with new dial colours that suit more casual settings, and a model in a limited-edition of 9,500 pieces commemorating the 75<sup>th</sup> anniversary of Orient. It has also released three new Classic and Simple Style models featuring day and night displays with sun and moon designs, and a model commemorating the 75<sup>th</sup> anniversary of Orient in a limited-edition of 5,500 pieces.

# ORIENT

  
*Orient 75th Anniversary*  
Since 1950



The Classic Collection represents the traditional style of Orient's mechanical watches. Classic and Simple Style is a popular series that has been a bestseller around the world, representing everything that is Orient. The series is known for its traditional classical curved dial, a domed glass with a retro feel and delicate case design with slender lugs. The new model adopts slightly unconventional colours to give the watches a more casual appearance.

The four new dial colours are green, navy blue and bordeaux with sunburst finishing, and the first beige Classic and Simple Style. Enhancing the aesthetics of the dial are pink gold, yellow gold and silver-coloured roman numerals and hands that are carefully colour co-ordinated to complement each of the nuanced dial colours, transforming the traditionally classical Classic and Simple Style watch into a fashionable timepiece.

Also released is a Classic and Simple Style featuring a day and night display with sun and moon design, showing the passing of time with a sun and moon disk that rotates once every 24-hours. The asymmetric placement of the day and night display with sun and moon design, and the day of the week display with a day hand, coupled with the sunburst green, navy blue and bordeaux dials enhance the qualities of the watch dial.

In contrast to the more casual new releases are the limited-edition models commemorating the 75<sup>th</sup> anniversary of Orient: Classic and Simple Style (9,500 pieces) and Classic and Simple Style featuring a day and night display with sun and moon design (5,500 pieces). In celebration of 75 years of Orient selling in-house mechanical watches around the world, the two models have an exceptional vintage look with the 1950s Orient logo written in cursive, white dial with pink gold-coloured indices and blue hands, and a retro-looking beige nubuck leather strap. The see-through case back revealing the mechanical movement is marked "Orient Since 1950 75th Anniversary" and engraved with a limited-edition serial number. They also come with an exchangeable calf leather strap, adding to the celebratory feel of the anniversary models.

Powered by automatic in-house movements providing stable accuracy and a power reserve of 40 hours, the new models offer additional convenience with the easy exchange strap system which is being adopted for the first time for Classic and Simple Style. The leather strap is easily detachable by moving the lever of the spring bar, allowing the wearer to change the appearance of the watch depending on their mood, setting or fashion style.



RA-AC0023E



RA-AC0024L



RA-AC0025N



RA-AC0026R



RA-AC0027S



RA-AK0805E



RA-AK0806L



RA-AK0807R



RA-AK0808S



■ Case back with anniversary marks and engravings (RA-AC0027S)



■ Case back with anniversary marks and engravings (RA-AK0808S)



■ 75<sup>th</sup> Anniversary box

### About Orient

Orient has provided the world with high-quality attainable watches, combining reliable movements with innovative designs for more than 70 years. Orient is a Japanese watch brand that designs, produces its own movements and crafts finished watches. The brand's fine-quality watches deliver incredible value and enduring style, which are extremely popular among watch lovers both in Japan and overseas. Orient timepieces are sought after by watch fans and discerning watch collectors all over the world.

Discover more at our [website](#) and [social media channels](#).

### — Product Specifications —

Collection	Classic				
Model name	Classic and Simple Style				
Reference	RA-AC0023E	RA-AC0024L	RA-AC0025N	RA-AC0026R	RA-AC0027S
Movement	Automatic (with hand winding) mechanical in-house caliber F6724				
Power reserve	40 hours				
Accuracy	+ 25 seconds ~ - 15 seconds per day				
Case material	Stainless steel				
Case size	Height 46.5 mm / width 40.5 mm / thickness 12.3 mm				
Case back	—				Anniversary mark, limited edition and serial number engraving
Glass	Front: domed crystal glass, back: crystal glass				
Strap	Leather (Brown)	Leather (Navy blue)	Leather (Grey)	Leather (Brown)	Leather (Beige) / exchangeable leather strap

	Pin buckle / width 21 mm				
Colour of dial	Green	Navy blue	Beige	Bordeaux	White
Limited edition	—				9,500 pieces
Other features	Water resistance 3 bar (30 m), second hands hacking, 22 jewels, see-through exhibition case back, date				

Collection	Classic			
Series name	Classic and Simple Style			
Reference	RA-AK0805E	RA-AK0806L	RA-AK0807R	RA-AK0808S
Movement	Automatic (with hand winding) mechanical inhouse calibre F6B24			
Power reserve	40 hours			
Accuracy	+ 25 seconds ~ - 15 seconds per day			
Case material	Stainless steel			
Case size	Length 47.0 mm / width 41.5 mm / thickness 14.2 mm			
Case back	—			Anniversary mark, limited edition and serial number engraving
Glass	Front: domed crystal glass, back: crystal glass			
Strap (colour)	Leather (Brown)	Leather (Navy blue)	Leather (Brown)	Leather (Beige) / exchangeable leather strap
	Pin buckle / width 21 mm			
Colour of dial	Green	Navy blue	Bordeaux	White
Limited edition	—			5,500 pieces
Other features	Water resistance 3 bar (30 m), second hand hacking, 22 jewels, see-through exhibition case back, date, day, day and night display, easy exchange strap			

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