

October 2nd, 2023

## Launch of New Official Online Store “with ORIENT STAR” in US

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Orient Star has announced the launch of “with ORIENT STAR” (<https://global.orientstar-watch.com/>), its new official online store for US customers. The new store is live from today 2<sup>nd</sup> October. This online store will allow even more customers to enjoy Orient Star timepieces for many years to come.

# with ORIENT STAR

Orient Star, first introduced in 1951, has continued to produce high-quality Japan made mechanical watches for more than 70 years, combining traditional craftsmanship with cutting edge watchmaking technologies.

The official online store “with ORIENT STAR” has been available for the Japanese market since December 2021, and now customers in the US will also be able to enjoy Orient Star timepieces for life. All Orient Star pieces are equipped with an in-house mechanical caliber. By looking after and properly maintaining the watches, they can last a lifetime and beyond. The new online store “with ORIENT STAR” will allow Orient Star to bring its brand to even more people and connect with customers to deliver enhanced services.

### **About Orient Star**

Capture your gaze. Reflecting the wondrous beauty of shining stars. Orient Star are superb timepieces, crafted by Japanese artisans since 1951. Orient Star continues to shine and innovate its technology as well as the design of its beautiful timepieces. Traditional skills to achieve intricate craftsmanship, in-house production system to create high-quality mechanical movements, and original designs, are all incorporated for these unique, made-in-Japan watches. Orient Star will continue to deliver these creations in Japan and throughout the world.

## A Short History

- 1951 Orient Star is created.
- 1957 Orient Star Dynamic\* is launched with hour, minute, and second hands on the central axis of the watch.
- 1971 The 46 series movement is created, combining both practicality and high accuracy. This formed the base movement of the Orient Star and Orient brand for 50 years.
- 1991 Mon Bijou\* is launched, a skeleton model of high-quality and aesthetic appeal.
- 1996 The power reserve indicator, now an iconic feature of the brand, is integrated into the design.
- 2017 Orient Watch Co. Ltd. merges with [Seiko Epson Corporation](#), a company with a strong watchmaking heritage and focus on precision engineering. Both organisations share a vision for innovation and high-quality design and craftsmanship creating a strong foundation for the future growth of Orient Star.
- 2017 The Mechanical Moon Phase, a cosmic timekeeper is launched as a symbol of this new collaboration. This marks a new era of watchmaking for Orient Star brand.
- 2021 Orient Star celebrates its 70<sup>th</sup> anniversary. The Skeleton models are mounted with the latest movement with in-house developed silicon escape wheel for longer power reserve and beauty, incorporating design inspired by the vast universe.

\*Currently not for sale.

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

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