

January 31st, 2025

Orient Launches Solar-powered New Classic and Simple Style 38

Orient has released five new Classic and Simple style 38 models with a compact 38 mm case and solar-powered battery – a first for the series – as well as a 75th anniversary Orient model with a limited release of 750 pieces. Introducing Orient’s first-ever strap made of synthetic apple leather, practicality and environmental friendliness are key elements of this release.

ORIENT


Orient 75th Anniversary
Since 1950



Representing the traditional style of Orient's mechanical watches with classical designs, Classic and Simple style 38 is known for its traditional classical curved dial, domed glass with a retro feel, and delicate case design with slender lugs. The latest Classic and Simple style 38 closely adheres to this image of mechanical watches while incorporating a solar-powered movement that converts energy obtained from sunlight and other light sources into electrical energy for the first time in the series. With high accuracy of +20 to -20 seconds per month and power reserve of 6 months at full charge, the model now offers significantly improved convenience for daily use.

The gorgeous, dazzling new Classic and Simple style 38 models come with a compact 38 mm case and elegant dial colours such as ivory, black, white, pale green and pale pink. These are paired with brown or ivory synthetic leather straps. Orient's first-ever plant-based strap is made of synthetic apple leather derived from otherwise discarded upcycled apple waste such as the core and pomace. Compared to animal leathers, this cutting-edge material is better for the environment.

The 75th anniversary edition of Classic and Simple style 38, has a vintage look that represents the history and tradition of Orient including the 1950s Orient logo written in cursive, white dial with blue hands, and a retro-looking beige nubuck leather strap. The case back is engraved with the words "Orient Since 1950 75th Anniversary" and a limited-edition serial number. It also comes with an exchangeable calf leather strap, adding to the celebratory feel of the anniversary model.

All new models offer additional convenience with the easy exchange strap which is being adopted for the first time in the Classic and Simple style line. The strap is easily detachable by moving the lever of the spring bar, allowing the wearer to personalise the watch to suit their own preferred style.



RA-WK0001S



RA-WK0002E



RA-WK0003G



RA-WK0004L



RA-WK0005P



RA-WK0006S



■ Case back with engravings
(RA-WK0006S)



■ 75th 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 38					
Reference	RA-WK0001S	RA-WK0002E	RA-WK0003G	RA-WK0004L	RA-WK0005P	RA-WK0006S
Movement	In-house solar-powered quartz movement					
Power reserve	About 6 months full charge					
Accuracy	+ 20 seconds ~ - 20 seconds per month					
Case material	Stainless steel (gold colour plated)	Stainless steel				
Case size	Height 43.5 mm / width 38.4 mm / thickness 10.5 mm					
Case back	—					Anniversary mark, limited edition and serial number engraving
Glass	Front: domed crystal glass					
Strap	Synthetic leather (Ivory)	Synthetic leather (Brown)		Synthetic leather (Ivory)	Leather (Beige) / exchangeable leather strap	
	Pin buckle / width 20 mm					
Colour of dial	White	Pale green	Ivory	Black	Pale pink	White
Limited edition	—					750 pieces
Other features	Water resistance 3 bar (30 m), easy exchange strap					

ENDS