

September 16th, 2021

ORIENT announces the long-awaited Retro Future Guitar model as a follow-up to its popular Retro Future Camera model

ORIENT is introducing the limited edition Retro Future Guitar model to its Revival Collection showcasing the creativity of the ORIENT brand.

Limited to just 400 pieces, the new design incorporates details from the electric guitar and has been refined through close collaboration with Dyna musical instruments. This new model exhibits the meticulous craftsmanship found in Nagano, Japan, to the world.

ORIENT



ORIENT is well known for creating timepieces that have never been seen before, with a combination of mechanical watch functionality and striking original designs. Examples include the King Diver reproduction model and the nostalgic mechanical Retro Future Camera model incorporating details inspired by 1950s rangefinder cameras. Both models were released as part of the Revival Collection to celebrate the brand's 70th anniversary in 2020.

This year ORIENT continues its nostalgic journey with this latest Retro Future Guitar model, a revival of its earlier model released in 2013. This unique project was overseen by Dyna musical instruments, a manufacturer of world-famous brand and original guitars. Its guitar factory in Chino City, Nagano Prefecture is one of the largest of its kind in Japan. The watch shape, materials, and colour schemes of the new Retro Future Guitar are refined based on advice from expert guitar makers. The result is a testament to the sophisticated level of craftsmanship that goes into creating both watches and guitars.

This new interpretation will fascinate ORIENT fans familiar with the previous guitar model as well as guitar lovers seeking an exceptional and unconventional watch. The watch has been created with close attention to detail including the selection of the traditional electric guitar body colour for the dial, the pick guard motif, the pick-shaped Mother of Pearl (MOP) index, the crown designed to look like a guitar's control knob, and the Luminous Light with sepia-toned vintage effect on the hands. The names of famous international music festivals indicated around the outer rim of the dial are another playful element. These unique features come together to provide enjoyment and delight.

The dial is finished in a three-tone sunburst pattern, one of the most famous finishing styles for electric guitars, and the fine details are recreated right down to the embossed wood grain. The window at 9 o'clock, one of ORIENT's signature design features, shows part of the mechanical movement, and evokes a mechanical bridge supporting guitar strings. The Retro Future Guitar represents the fusion of the watch and the guitar with an unprecedented level of perfection. Designed to be picked up and worn, it is sure to resonate in the hearts of guitar lovers every time they wear it.

< Comment from Mr. Shinji Miyasaka, President of Dyna musical instruments >

We worked with Epson to oversee the ORIENT Retro Future Guitar project. Watch and guitar production may seem completely different on first glance, but we enjoyed the many similarities in the process of creating new things while valuing traditional techniques.



RA-AR0303G



Guitar strings are printed on the pickguard at 3 o'clock.



Case back with engravings and see-through window.

About ORIENT

ORIENT has provided the world with high-quality 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 are provided at accessible prices, making them 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 orient-watch.com

— Product Specifications —

Collection	Revival
Series name	Retro Future Guitar
Reference	RA-AR0303G
Movement	Automatic (with hand winding) mechanical inhouse caliber F6S22 made in Japan
Power reserve	40 hours
Accuracy	+ 25 seconds ~ - 15 seconds per day
Case material (colour)	Stainless steel (black plated bezel)
Case size	42.3 mm / thickness 12.4 mm
Case back	Limited edition and serial number engraving
Glass	Front: crystal glass, back: crystal glass
Strap	Stainless steel (SUS316L) / trifold deployant buckle with push button / width 20 mm

Colour of dial	Brown gradation
Limited edition	400 limited editions
Other features	Water resistance 5 bar (50 m), second hands hacking, 24 jewels, Luminous Light on hands, regular luminescence on indices, mother of pearl index at 12 o'clock, inner rotating bezel, see-through window on case back

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