

The logo consists of the word "SEIKO" in a white, stylized, sans-serif font. The letter "O" is replaced by a square outline with a small red dot in its center. The logo is centered within a large, solid yellow circle.

SEIKO

細かい職人の技

Seiko is a Japanese word meaning  
"exquisite," "minute," or "success".

who is seiko?





Kintaro Hattori in 1881 founded the company that was to become Seiko.





what do people  
think of seiko?

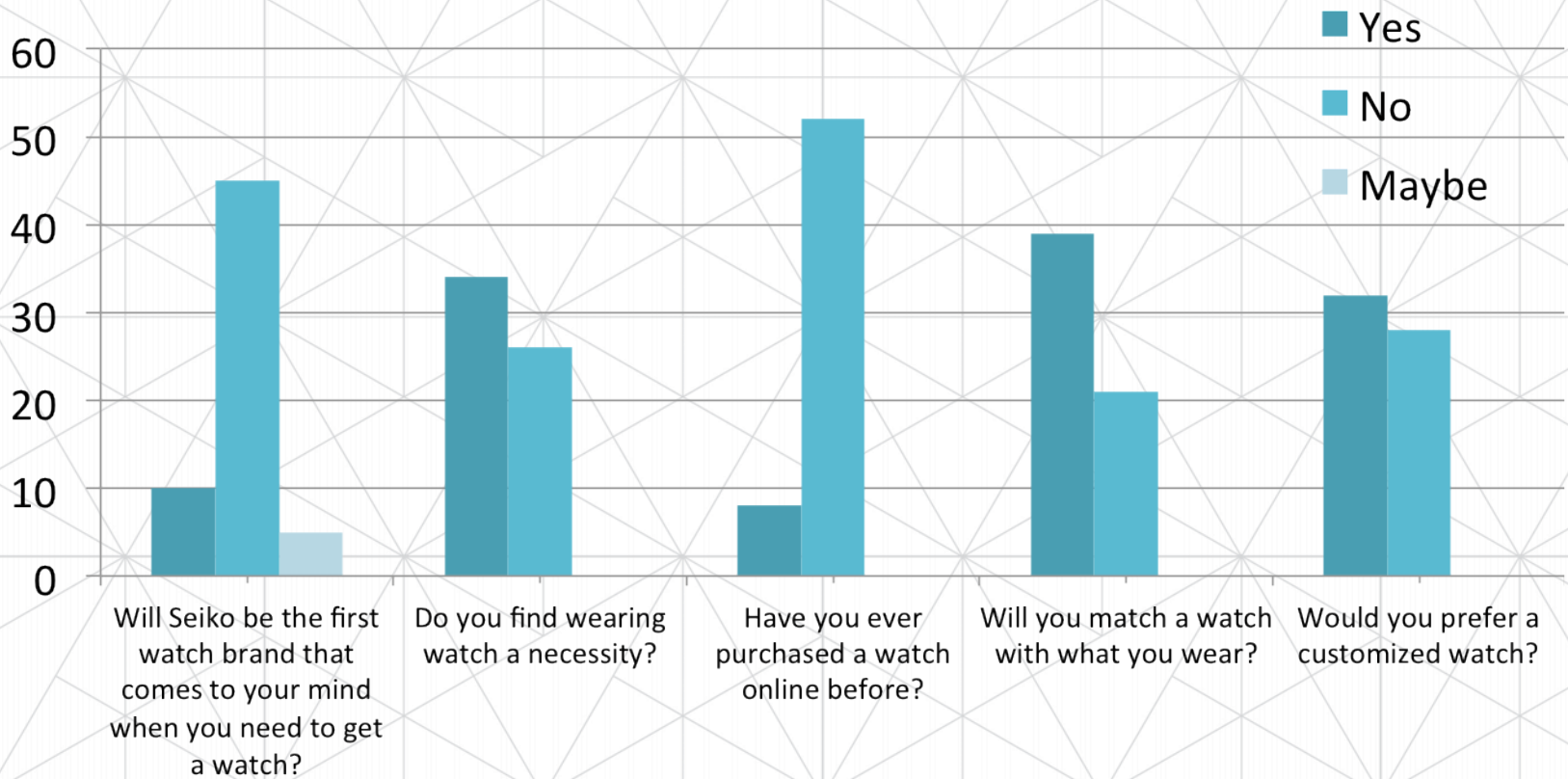


# Survey Analysis

60 respondents

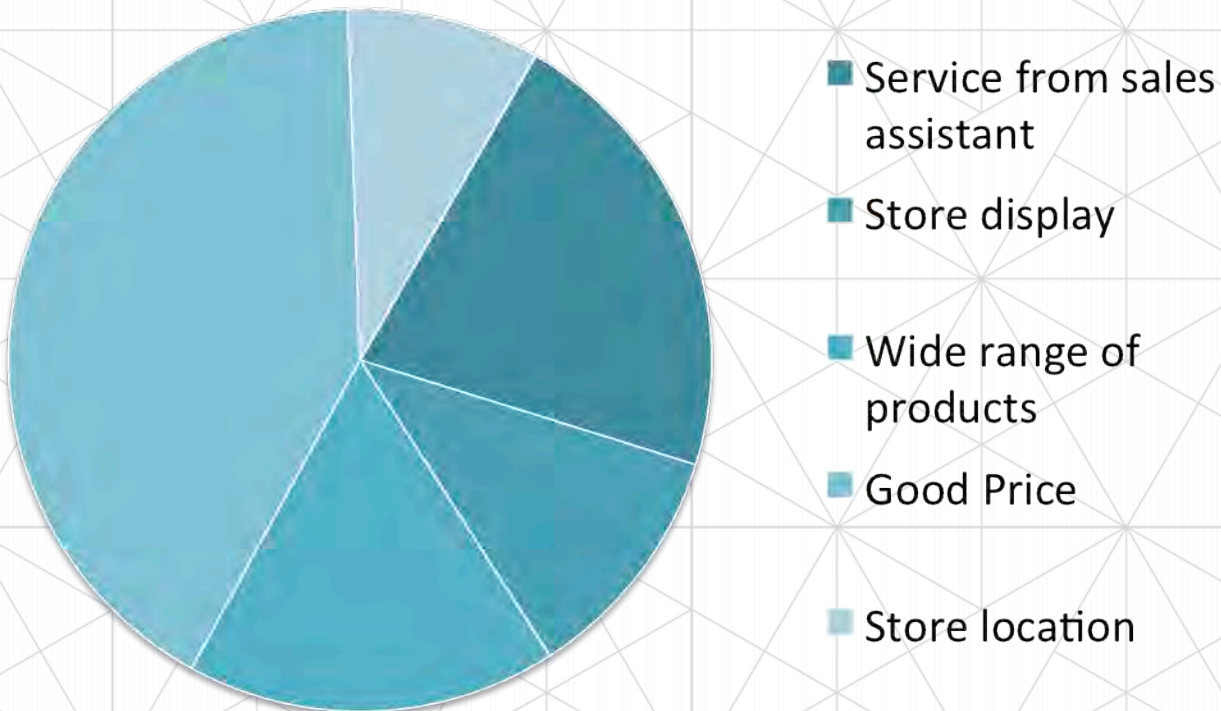
Age group: 20-40

76% wear watches, 24% do not



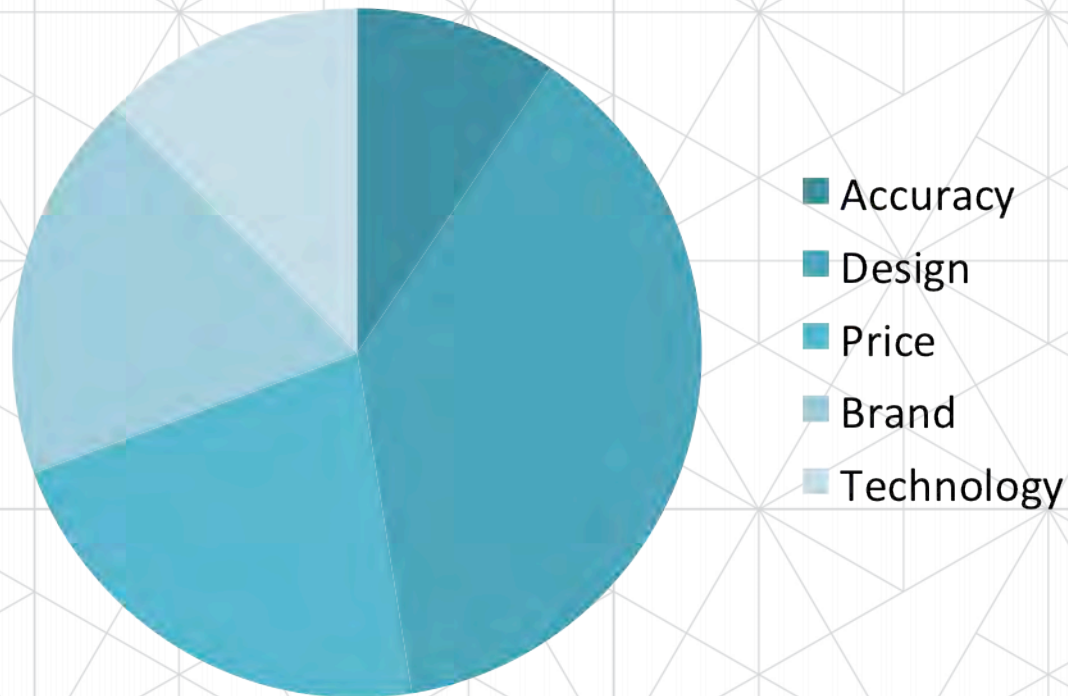
# Survey Analysis

What makes a good experience, when purchasing one?



# Survey Analysis

What do you look for most in a watch?



There are also respondents who look for watches which has a number of functions and non battery operated.



REPUTABLE

ACCURATE

OK

RETRO CLASSIC EXPENSIVE LASTING

JAPANESE SUPERIOR

RELIABLE

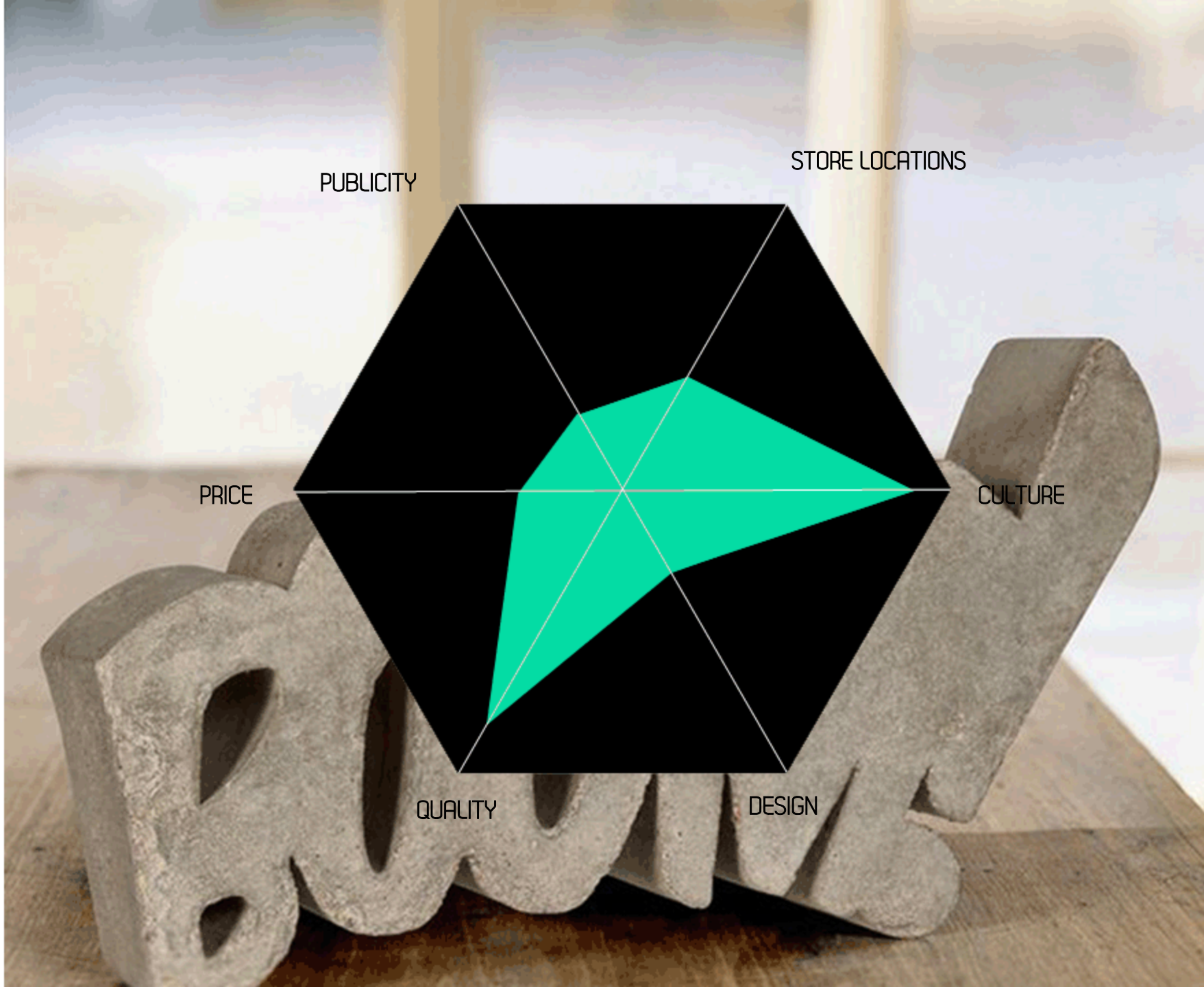
DATED

COMMON

TRADITIONAL



most find their  
designs dated







swot analysis

# SWOT Analysis of Seiko

## Strengths:

-  Reliability
-  Reputable
-  Lasting
-  Japanese Culture of precision
-  Price Worthy

## Weaknesses:





-  Traditional
-  Old/Outdated designs
-  Expensive
-  Too common
-  Can't be the first watch brand people relate with

# SWOT Analysis of Seiko

## Opportunities:

-  Be more individualistic
-  More value for money
-  Be more open to challenging designs
-  Cater to various consumer groups who are fashionable, and can afford high priced yet classy watches
-  Be price worthy
-  More memorable marketing strategies

## Threats:

-  Competitors are coming up with newer, more trendy and varied designs
-  Stronger campaigns
-  More reasonable prices to match their brand position
-  Fixed group of target audience

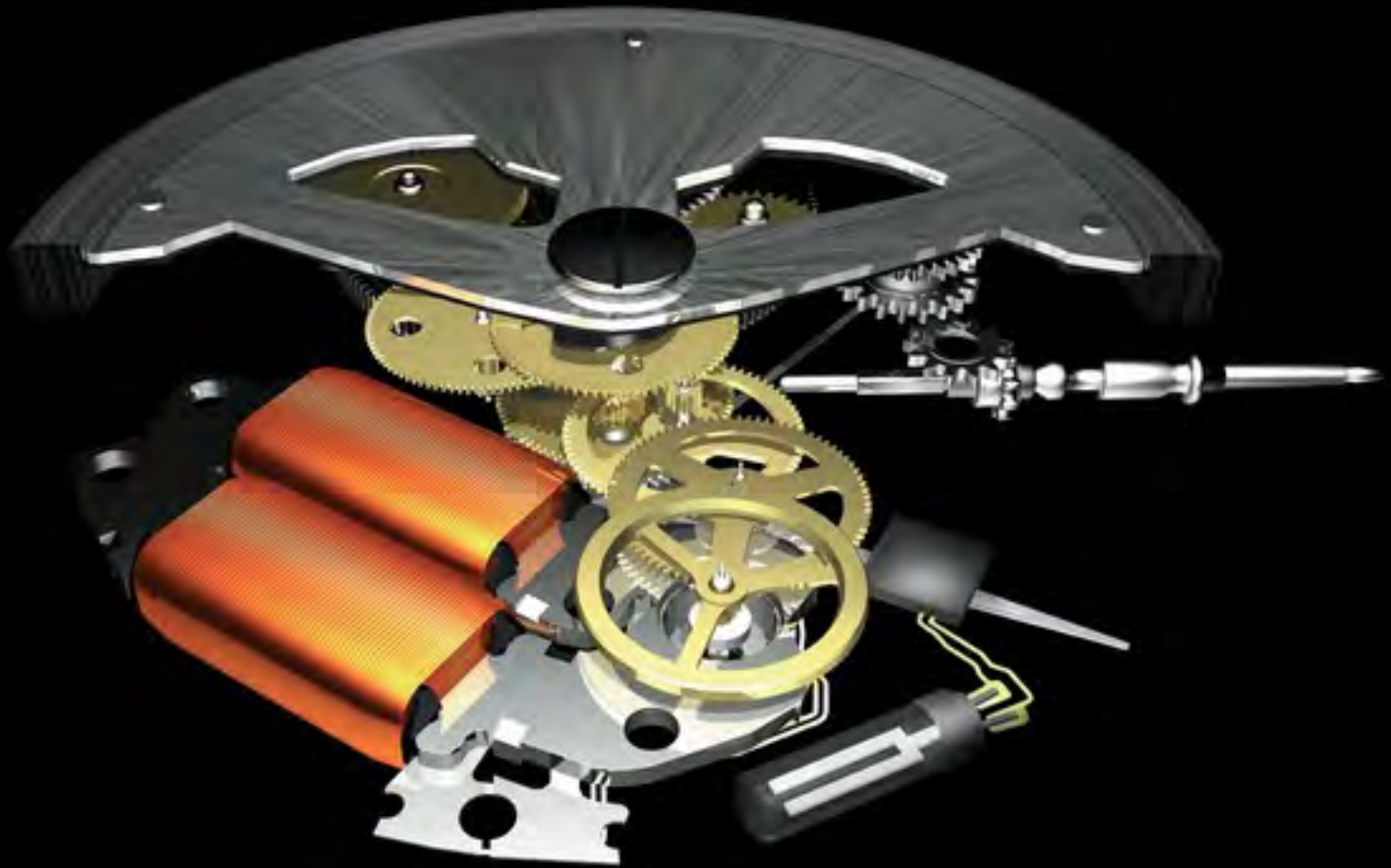






SEIKO has been 'watching' the world since 1881.





Rooted in them is the Japanese culture, and the spirit of innovation from the most basic form. Seiko time pieces consist of the meticulous details from their careful planning.



When you own a piece of  
SEIKO watch,  
it is like owning a timeless  
craft of Japan with rich  
history and culture.






Serious watchmakers who creates  
precious moments and dreams  
individuals experience.  
Delivering the most precise and  
durable timing, even through  
generations.





A modest masterpiece  
that has a loud statement  
it wants people to hear.



SEIKO has a rich story that is yet known to people. Aim is to create an interest in them.

Let people to see SEIKO in a different light.





more about  
the brand



The award-winning Spring Drive Spacewalk watch



A dramatic space scene featuring a large blue planet with white clouds, a bright yellow sun in the lower left, and a cluster of dark asteroids in the lower right. The background is a deep black space filled with stars.

# 12

days flight in space

Space watch was assessed and tested with perfect performance even when worn on the outside of the space suit, throughout private space adventurer, Richard Garriott's 12-day flight in space.



**TOKYO 1964**





4

years to produce all timing equipment for Olympics

In hope of being the official timekeeper, which they eventually succeeded. In the olympics,

SEIKO manages to time every event without missing a single time due to foolproof backups.





# 7

Years of research

For the first professional diver's watch









# 488,920

SGD for SEIKO Credor Minute Repeater

It is the most expansive piece of SEIKO watch and can be considered a grand complication.



Logo is circle in shape because it represents most Seiko's watch faces.

### 細かい職人の技

It means of fine craftsmanship. This explains why people should invest in a SEIKO watch due to its quality of work and precision.

### RED DOT

Red is the colour of Japanese flag. The logo represents that SEIKO is a timepiece originated from Japan.

the new logo



GOLD – Wealth, and wisdom. Also symbolizes optimism. It also symbolizes Seiko has a 'golden share' in the watchmaking market of Japan.



WHITE - Symbolizes purity and kindness. It holds the potential to move toward every other . A good choice for new beginnings, and development in any direction.




RED – warmest of all color, passion





# Sage

archetype  
of seiko

A close-up photograph of a single, ripe red apple with a small stem, resting on a dark wooden surface. The apple is in sharp focus, showing its textured skin and a bright highlight. In the background, several books are stacked on a shelf, their spines and pages blurred, creating a sense of depth. The lighting is warm and directional, coming from the upper left, casting soft shadows and highlighting the apple's form.

Expertise, knowledge,  
the wise old man



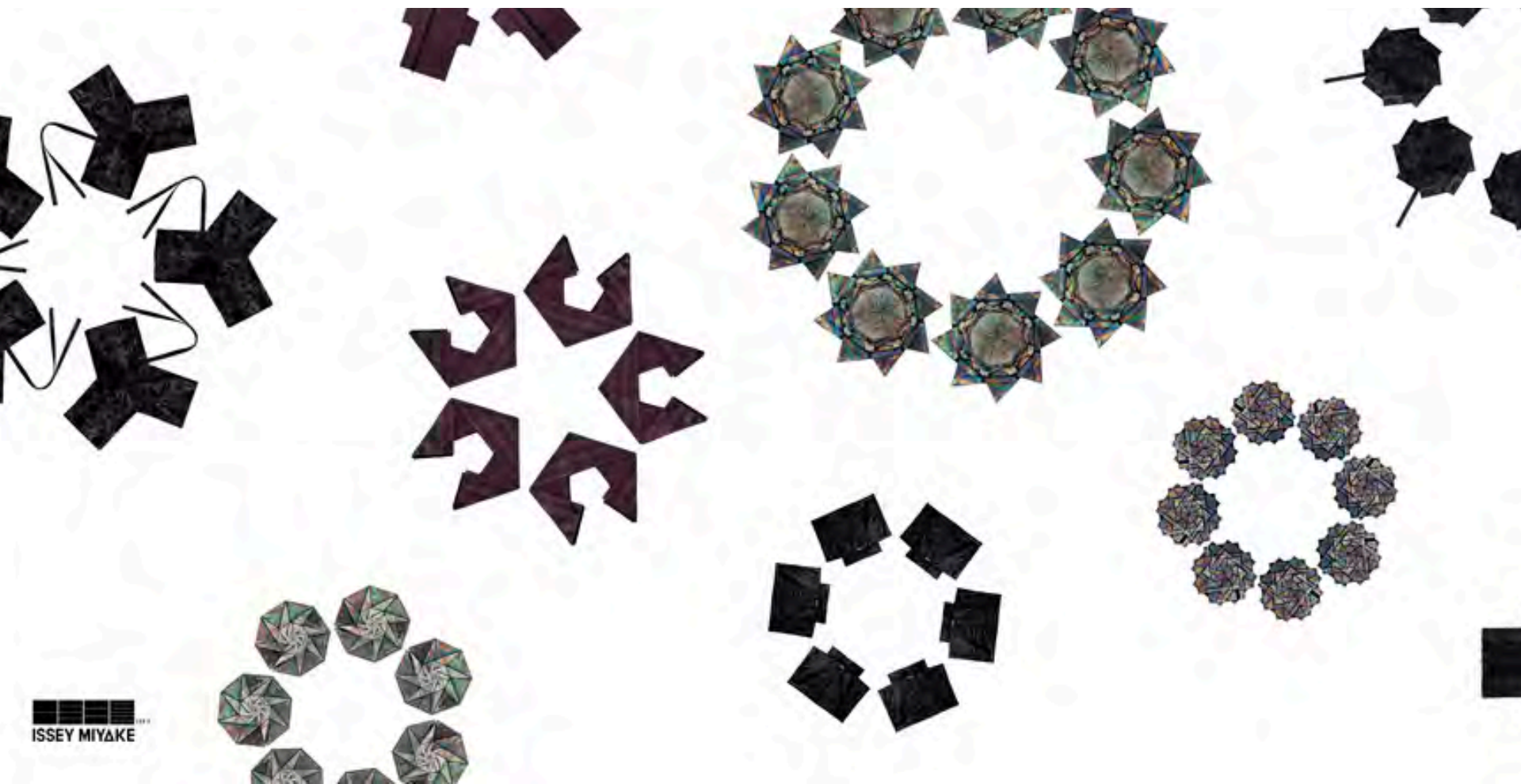


“MASTERPIECE”





Collaboration





×

**ISSEY MIYAKE**





ISSEY MIYAKE

who are they?

# **ISSEY MIYAKE**

Is a high end fashion run way brand  
originated from Japan.



The brand is by a Japanese fashion designer, **Issey Miyake** 三宅 一生, well known for his technology-driven clothing designs, exhibitions and fragrances.





**PLEATS  
PLEASE**

ISSEY MIYAKE

"PLEATS PLEASE. HAPPY ANNIVERSARY"



**PLEATS  
PLEASE**

ISSEY MIYAKE

"PLEATS PLEASE. HAPPY ANNIVERSARY"

One of his signature work in 1993s is called PLEATS PLEASE.

It is a new technique called garment pleating, which allow both flexibility of movement for the wearer as well as ease of care and production.



# Creator, Jester

archetype  
of issey miyake



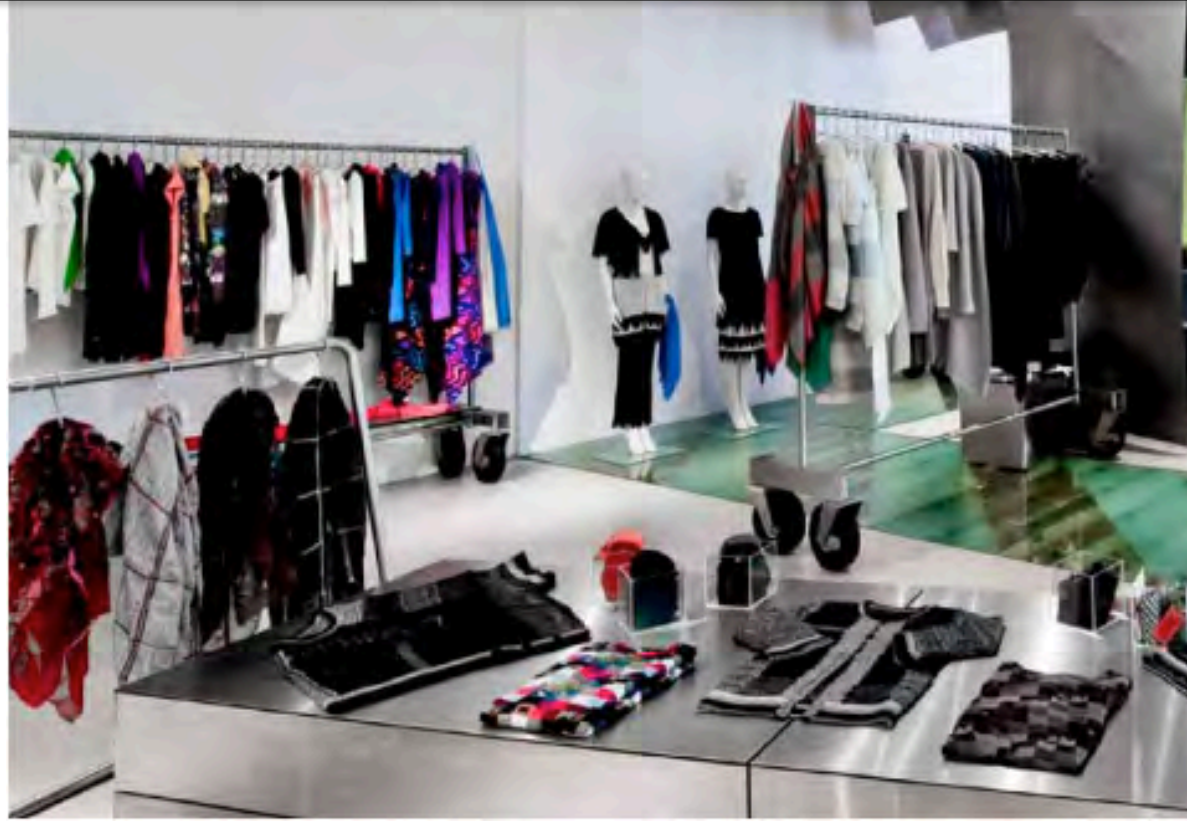
why the  
collaboration?



To collaborate, as masters in their own fields, they have to find a brand of the same 'status' in order to match each other's superiority.



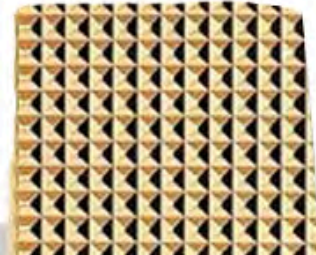
Seiko can leverage on the prestige of a native high end fashion label who shares the same tradition.





## Seiko collectors line of watches

Tap onto Issey Miyake to have the high end fashionable image, and with a more unique marketing strategy.







Collectors watch brand are only available through Issey Miyake's flagship stores and boutiques, not in mainstream stores like City Chain.

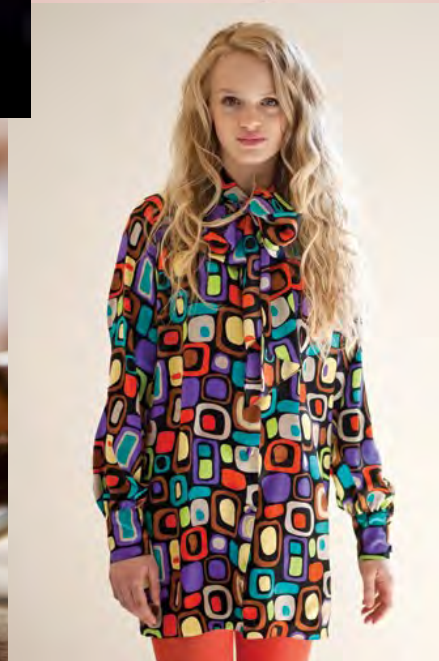
Be In Love With A Masterpiece  
Travel Through Space With The Time Master  
Journey with the time prodigy  
'Watch' the transformation of a masterpiece





moodboard









HIGHLY PRICED



HIGH QUALITY



LOW QUALITY

CASIO

NIXON 



LOWLY PRICED

brand positioning





products



CHIC



TRIBAL



GOLD  
DAZZLE



NATURE



HUES

To get people interested in the mechanical watches once again.

Using modern designs to attract users to know more about this technology.







Collaborate with  
MICROSOFT, to have an  
interactive screen saver  
like what APPLE has done

02 53 11

Be an interactive watch  
brand too!

A series of promotional channels to lead people to know about this new series of watch brand from Seiko x Issey Miyake, using the idea of 'Masterpiece'.





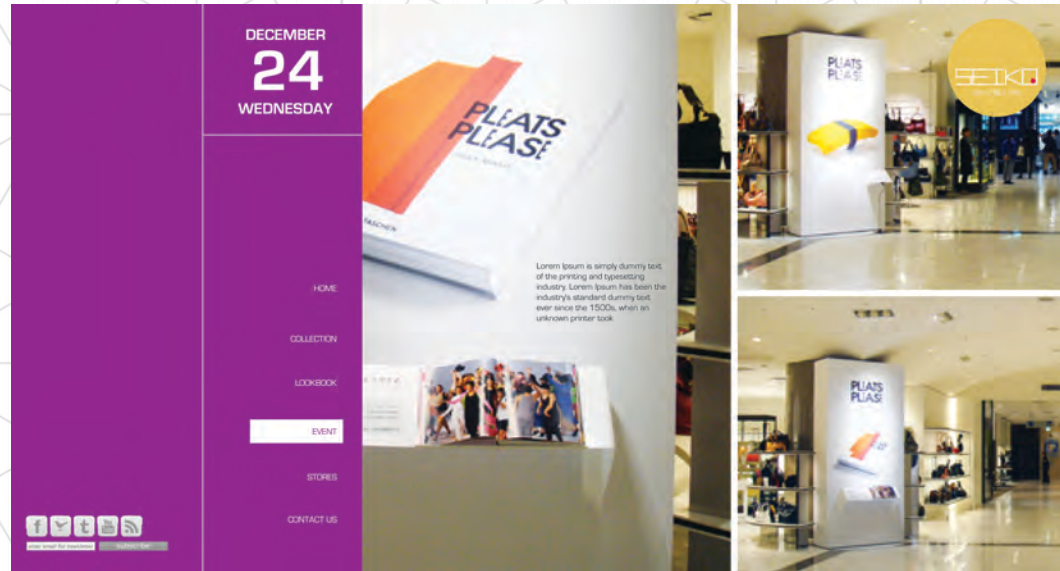
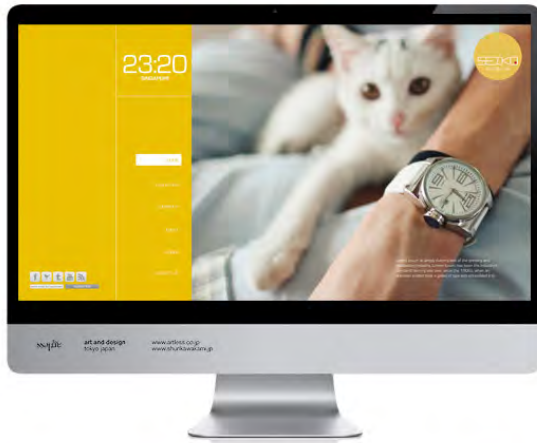
SEIKO

時間の守護者

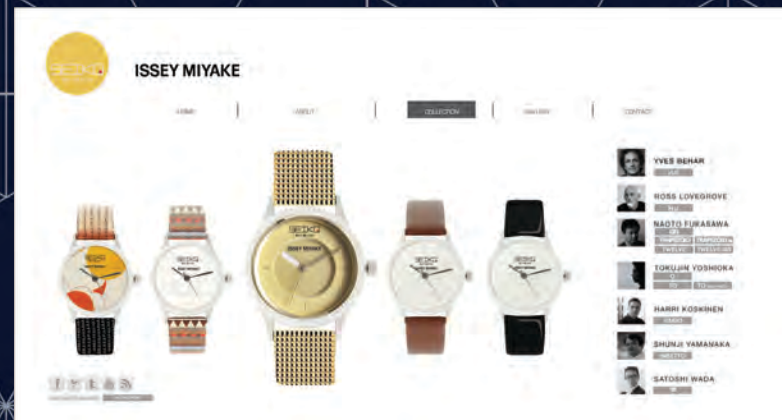
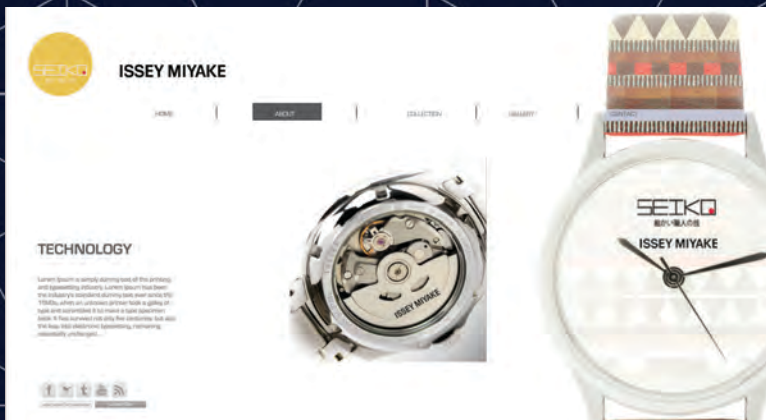
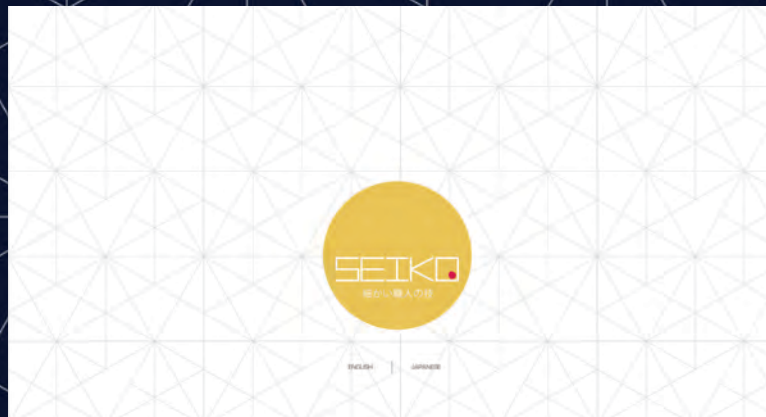
proposed  
channels

A Journey in Time. The Remarkable Story of Seiko was written at the instigation of Seiko Watch Corporation to fill a void in the English language literature about the past, present and future of the company.





Interactive website with the changing of date, time weather etc

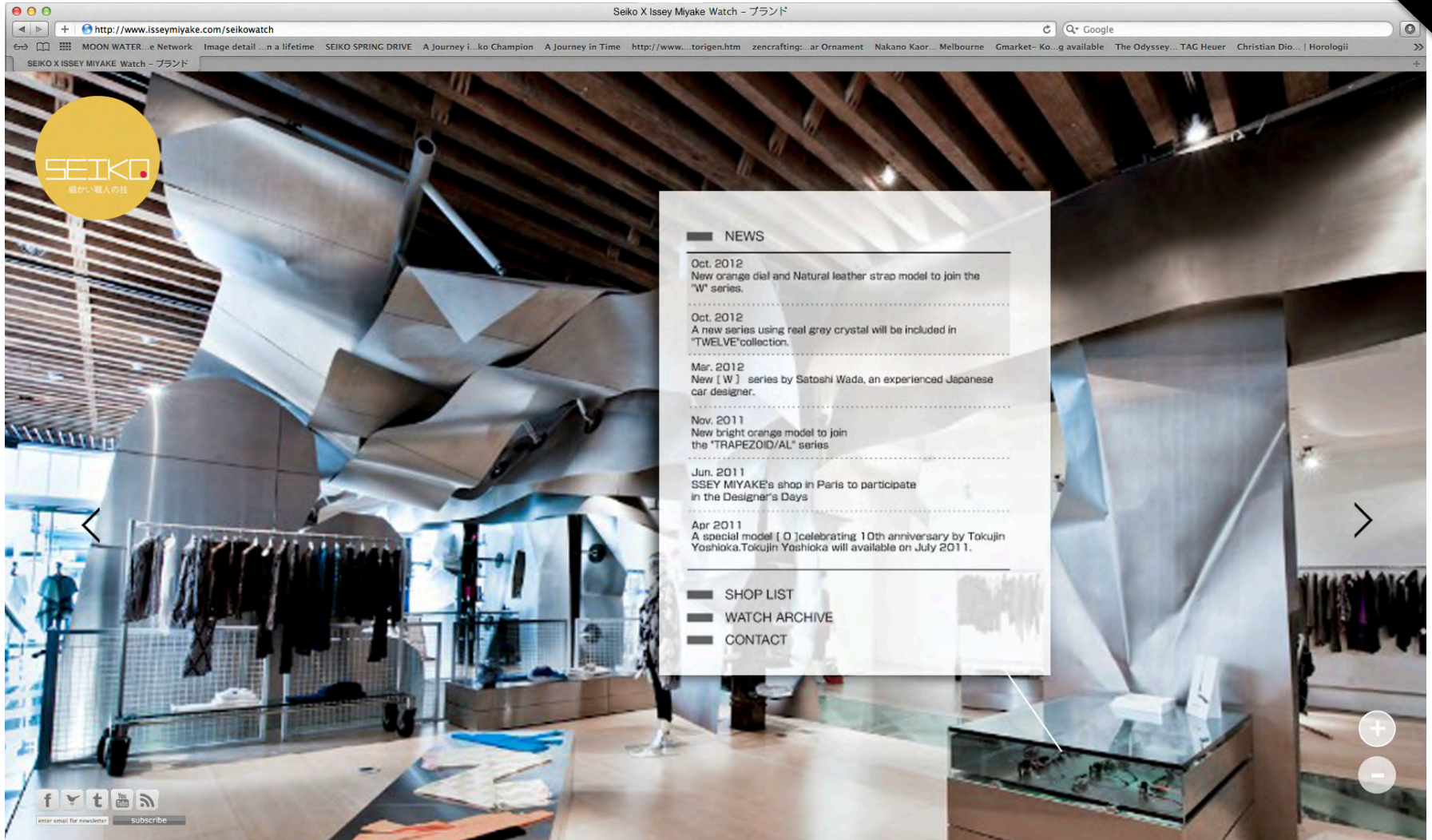


Sub-page within the website that can be linked to the gallery









Seiko X Issey Miyake Watch - ブランド

http://www.isseymiyake.com/seikowatch

MOON WATER...e Network Image detail ...n a lifetime SEIKO SPRING DRIVE A Journey i...ko Champion A Journey in Time http://www...torigen.htm zencrafting...ar Ornament Nakano Kaor... Melbourne Gmarket- Ko...g available The Odyssey... TAG Heuer Christian Dio... | Horologii

SEIKO X ISSEY MIYAKE Watch - ブランド

SEIKO  
細かい職人の技

< >

SEIKO  
ISSEY MIYAKE

HUES

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups.

WATCH ARCHIVE

SHOP LIST  
NEWS  
CONTACT

f t y t r

enter email for newsletter subscribe







WAKE UP TO THE  
PRECISION OF  
A MASTERPIECE

WATCH THE MASTERPIECE TRANSFORM

24/7

セイコー × イッセイミヤケ  
SEIKO x ISSEY MIYAKE  
NEW SPRING / SUMMER 2013 COLLECTION

SCAN THE QR CODE !



THE  
GUARDIAN  
OF TIME

WATCH THE MASTERPIECE TRANSFORM

131  
YEARS

セイコー × イッセイミヤケ  
SEIKO x ISSEY MIYAKE  
NEW SPRING / SUMMER 2013 COLLECTION

SCAN THE QR CODE !



BE IN LOVE  
WITH THIS  
TIMELESS PIECE

WATCH THE MASTERPIECE TRANSFORM

12385  
45649  
5649

セイコー × イッセイミヤケ  
SEIKO x ISSEY MIYAKE  
NEW SPRING / SUMMER 2013 COLLECTION

SCAN THE QR CODE !



# THE ICONIC PIECE

WATCH THE MASTERPIECE TRANSFORM

セイコー × イッセイミヤケ  
SEIKO x ISSEY MIYAKE  
NEW SPRING / SUMMER 2013 COLLECTION

SCAN THE QR CODE !

AND SEE HOW YOU CAN STAND A CHANCE TO WIN  
A BRAND-WATCH AT THE UPCOMING SEIKO x ISSEY  
MIYAKE GALLERY



# A CUTTING EDGE MASTER PIECE

WATCH THE MASTERPIECE TRANSFORM

セイコー × イッセイミヤケ  
SEIKO x ISSEY MIYAKE  
NEW SPRING / SUMMER 2013 COLLECTION

SCAN THE QR CODE !

AND SEE HOW YOU CAN STAND A CHANCE TO WIN  
A BRAND-WATCH AT THE UPCOMING SEIKO x ISSEY  
MIYAKE GALLERY





When you scan the QR code on the posters, it will lead you to their facebook page of Seiko x Issey Miyake. From their updates can be received.





#### EXCLUSIVES



#### ISSEY MIYAKE

1960 Cartier Diamond Bp...  
Cartier — 8445  
— 8445

#### DESIGNERS



KNOWN FOR READY-TO-WEAR COLLECTIONS OF  
HIGHLY PERSONAL INSPIRATION AND YET  
NEAR-UNIVERSAL APPEAL, ALGER ELBAZ-  
LANSVIN'S ARTISTIC DIRECTION SINCE 2001... IS A  
DESIGNER'S BELIEVED TALENT OF THE  
FASHION WORLD THROUGHOUT PAST...

#### STORIES



#### NEW IN STORE!



1990's Bulgari Tubogas R...  
Bulgari — 8445  
— 8445



1940 Harry Bertola Ring...  
Harry Bertola — 8445  
— 8445

#### WATCH THAT LOOK!



1960 Cartier Diamond Bp...  
Cartier — 8445  
— 8445

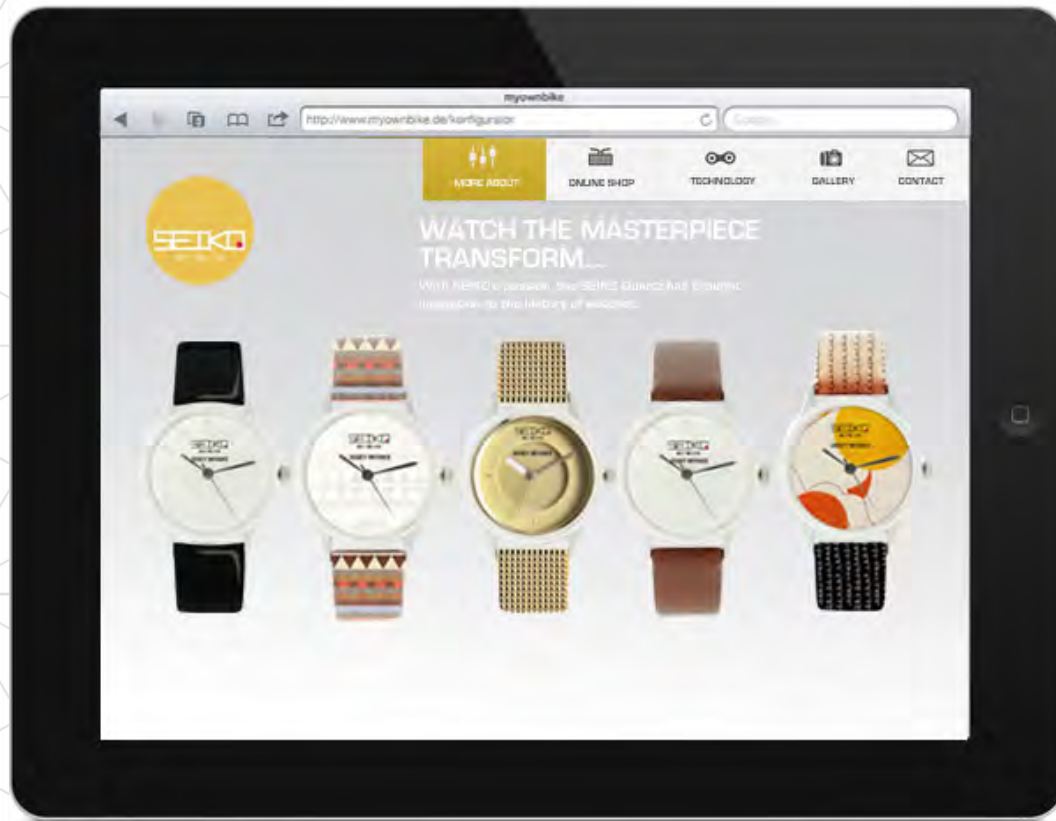


1940 Harry Bertola Ring...  
Harry Bertola — 8445  
— 8445

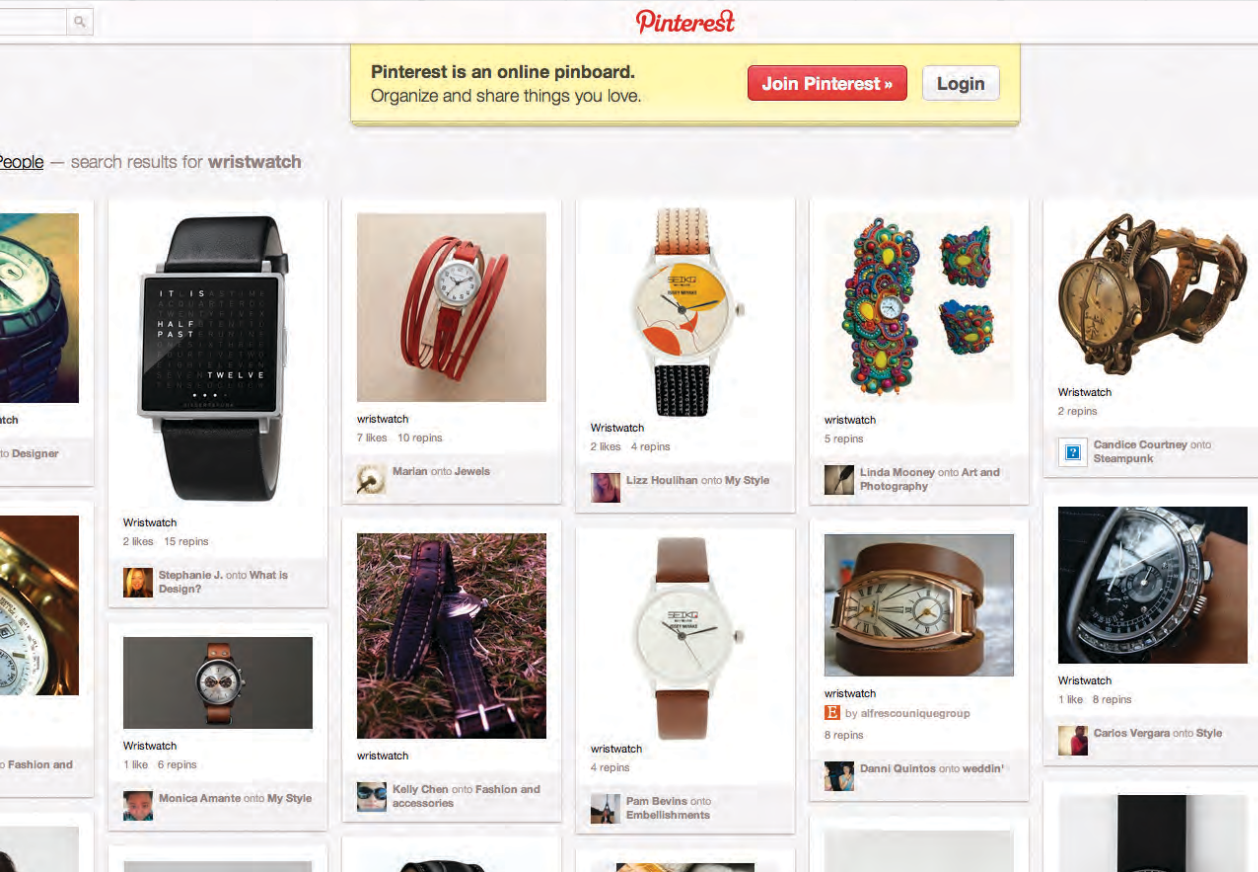
Seiko app can be downloaded and  
interactive screensavers on iPhone,  
iPads can be downloaded.

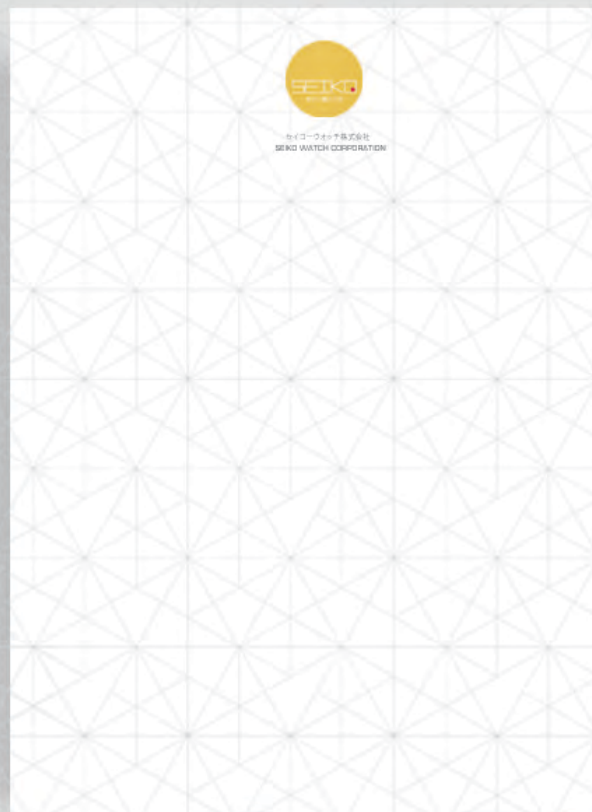














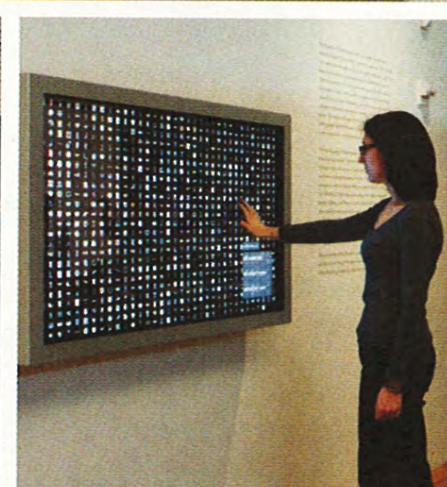
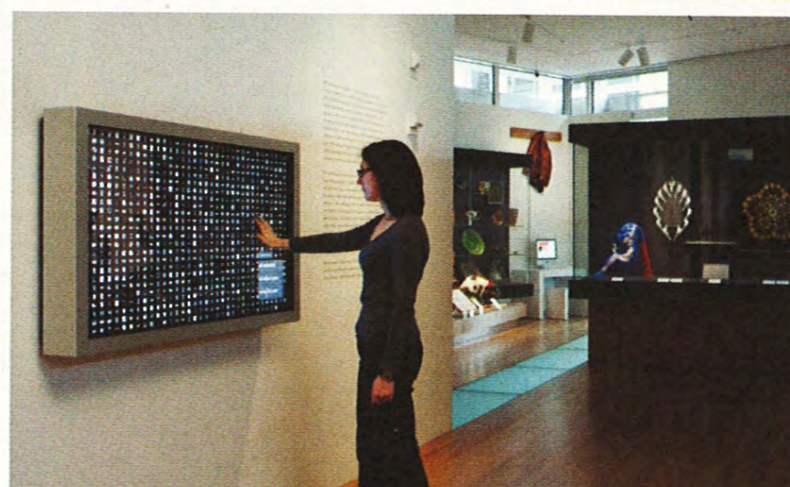






proposed  
storefront





There are also interactive touch screens in the store.





target  
audience



21-30 years of age  
M & F  
Fashion Conscious









TREND COMMING  
IN ZINIF NOW





Hope that Seiko can be viewed by others in a different light, by its ability to adapt and change but also maintaining its superiority in watch making.

finally...







Thank you