



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

A JOURNEY IN TIME. THE REMARKABLE STORY OF SEIKO

© Seiko Watch Corporation 2003

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Designed by Shelley N Nott FGA DGA

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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. The author, John Goodall, is a journalist who has spent most of his working life writing about watches and the watch market – for nearly 20 years as the editor of the leading British trade newspaper, which was then called *Retail Jeweller*, and subsequently as the editor of a watch magazine for enthusiasts. For the last 10 years, he has been a freelance journalist writing about watches for high quality magazines and national newspapers. His articles have been published in the USA, Italy, Germany, France, the UK and Japan.

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International Awards, the coveted international awards that mark the pinnacle of jewellery design. Seiko has large teams of designers in several parts of the world and also collaborates with some of the world's most successful industrial designers.

When Kintaro Hattori opened his first wall clock factory in 1892, his 15 staff manufactured 70 clocks in the first six months. By 1897 his company, Seikosha, had become the largest wall clock manufacturer in Japan. In the second half of the 20th century Seiko reached and stayed at the forefront

of watch manufacturing by pioneering new technology and developing new production techniques.

Seiko's ground-breaking sales of the world's first quartz watches and its introduction of Kinetic technology played a key role in Seiko's acceptance as a major player on the world stage. At the beginning of the 21st century, the shape of the world market began to change very quickly. Massive production of cheap watches in China and South East Asia had a strong impact on traditional watch companies. The Seiko Corporation responded by restruc-

turing the watch division and creating a new vision of the future as a first step towards meeting this enormous challenge.

In 1881, Kintaro Hattori's vision made possible future success. Today, the company's vision is summed up by its burning quest for innovation and refinement. With substantial ongoing investment in research and development, as well as design, marketing and advertising, it looks set to maintain its dominant position in the global watch market far into the 21st century.



expensive products, Seiko has established just five collections of watches for the Japanese market. Each of these has its own point-of-sale material to explain and support it. Mr Mitome believes that in today's watch market,

in which traditional brands now face a challenge from many new and successful niche brands, technology alone is not sufficient to attract the buying public. "Technology has to be supported by cosmetics, by excellent case

and dial designs. Most consumers are attracted first by the total appearance of a watch. We believe that a combination of good designs and the use of advanced technology inside the watch is an important strategy."



