

<ISSEY MIYAKE WATCH>

Launching the new “1/6” series—a mechanical watch designed based on a traditional scale

Seiko Watch Corporation



Seiko Watch Corporation (Chairman & CEO: Shinji Hattori; Head office: Chuo-ku, Tokyo) is pleased to announce that four models of the new series “1/6”—the 18th series of the ISSEY MIYAKE WATCH Project—designed by Nao Tamura will make their debut on June 8th at ISSEY MIYAKE stores worldwide and dealers of ISSEY MIYAKE WATCH.

<Concept>

Using our hands to operate tools and measure objects, we have studied the world around us and made countless discoveries. But now, many of our tools have been digitized and we can obtain the information we need in the blink of an eye.

This has certainly brought us convenience, but it has also caused us to lose sight of the joy of discovering new things and the satisfaction of learning from the experience.

In this era where time seems to fleet away as devices like smart phones have become a necessity in our everyday life, I wanted to design a watch that we can surely feel the time ticking.

Nao Tamura

<Features>

■ 1/6

The name "1/6" derives from the hand movement of six beats per second of this mechanical watch.



■ The dial reminiscent of a traditional scale

Inspired a traditional scale, the dial is given a deliberate depth with its double-layered structure, while the long hand moves as though tracing its fine markers. In this digital era where information tends to be overlooked, the exquisite, retro-inspired appearance of the long hand reliably ticking conveys a sense of nostalgia and warmth.

■ The crown located at the 6 o'clock position

The design of the relatively large crown at the 6 o'clock position is based on the adjustment screw on an analog weighing scale, paying homage to the functional beauty inherent in traditional measuring instruments. Its excellent operability is sure to further deepen the users' bond with the watch.

■ Designer Nao Tamura

For ISSEY MIYAKE WATCH Project, this is its first collaboration with a female designer.

<Product Specifications>

				
Ref. No.	NYAK001	NYAK002	NYAK003	NYAK004
Case	Stainless steel (Black hard coating)	Stainless steel	Stainless steel (Black hard coating)	Stainless steel
Band	Stainless steel (Black hard coating)	Stainless steel	Calf leather (Black)	Calf leather (Black)
Dial	Black	Black	White	White
Scheduled date of release	Saturday, June 8th, 2019			

[Specifications Common to All Models]

Glass material: Hard Rex

Water resistance: Enhanced water resistance for everyday use (5 bar)

Magnetic resistance: Antimagnetic (JIS class 1)

Case size: Outside diameter - 43.0 mm; thickness - 11.1 mm

Warranty: Two-year warranty provided by the manufacturer

[Movement Specifications]

Mechanical movement: Caliber NH35

Winding method: Automatic with manual winding mechanism

Accuracy: Average daily loss/gain between -35 and +45 seconds

(when worn on the wrist in an air temperature of 5°C~35°C)

Power reserve: Approximately 41 hours

Jewels: 24 jewels

Vibrations: 21,600 vibrations per hour (6 beats per second)



Photo: Laurel Folio

<Designer Profile>

Nao Tamura

After graduating from Parsons School of Design in New York, Nao Tamura worked for a design consulting company called Smart Design. She is currently an independent designer based in New York, actively engaged in a variety of projects ranging from furniture design to general product design for Artek, Pyrex, and Nike, in addition to being involved in the global rollout of Panasonic and installations for Lexus. Tamura has received a number of international awards including the grand prize at the SaloneSatellite Awards in Milan (Italy), the Gold Prize at IDEA (U.S.), the IF Design Award (Germany), and the ADI Compasso d' Oro International Award (Italy).

<https://naotamura.com/>

<ISSEY MIYAKE WATCH Project>

The Project was launched in 2001. Under the creative direction of Issey Miyake, renowned international designers including Shunji Yamanaka, Harri Koskinen, Tokujin Yoshioka, Naoto Fukasawa, Ross Lovegrove, Yves Béhar, Jasper Morrison, Satoshi Wada, and Kiyoyuki Okuyama have designed for the Project. Through collaborations between these designers and experts at Seiko Watch Corporation, the Project has been offering watches of high quality with original designs.

<Inquiries>

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