



ORIENT

ORIENT



THE COLLECTION



Core Collections:



To give a clear and coherent message to our consumers. The Orient collection is focused in three families.

Classic
Contemporary
Sports



ORIENT; CORE COLLECTIONS:



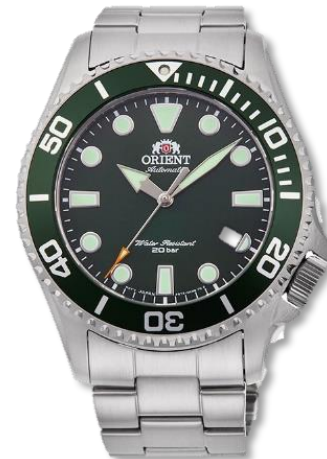
Classic



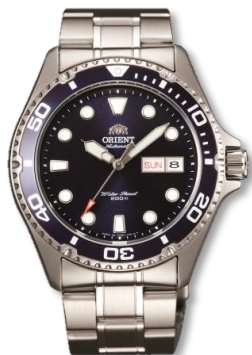
Contemporary



Sports



ORIENT; KEY MODELS:



AA02005D

Our Diver watches are extremely good value for money. They feature a screw-down crown, shock resistance, and water resistance up to 200 m.

2695 DKK



AG00003W

This classic open-heart design exposes the balance wheel of the movement, which is visible behind the delicately polished bridge.

2495 DKK



AC08003A

ORIENT fans across the world know this model as the “Bambino,” an eminently collectible dress watch with domed glass and classic styling.

2195 DKK



ET0T002S

This “Sun & Moon” model features an automatic, 24-hour movement. The richly detailed patterning and layering of the dial sets this model apart.

3995 DKK



ER27009B

The simple three hand dial with classic styling, a beautifully brushed dial and a date window have made this model very popular.

1695 DKK



The Collection

ORIENT



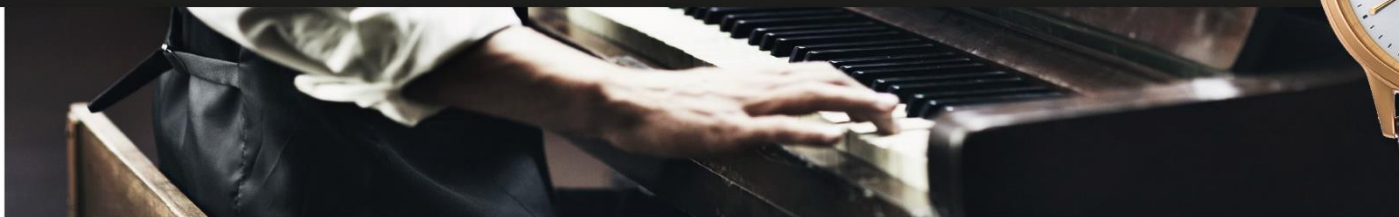
This collection is subject to change without notification

ORIENT



MOVING MOMENTS

CLASSIC



ORIENT

Classic; Men's Three Star Automatic



39.4
mm



RA-AB0F12S
1395 DKK



RA-AB0F07B
1395 DKK



RA-AB0F08E
1395 DKK



RA-AB0F09L
1395 DKK



RA-AB0E16S
1295 DKK



RA-AB0E12R
1495 DKK



Classic; Men's Three Star - Multi-Dial



39.4
mm



RA-AK0504B
1495 DKK



RA-AK0505L
1495 DKK



RA-AK0506S
1495 DKK



Classic; Men's Bambino Small Second (leather strap)



40.5
mm



RA-AP0002S
2395 DKK



RA-AP0003S
2395 DKK



RA-AP0005B
2395 DKK



RA-AP0004S
2695 DKK



RA-AP0001S
2695 DKK



Classic; Men's Bambino Bracelet



40.5
mm



RA-AC0005S
2795 DKK



RA-AC0006B
2795 DKK



RA-AC0007L
2795 DKK



RA-AC0004S
2995 DKK



Classic: Men's Bambino Semi-Skeleton



40.5
mm



RA-AG0026E
2995 DKK



RA-AG0027Y
2995 DKK



RA-AG0028L
2995 DKK



RA-AG0029N
2995 DKK



Classic; New Bracelet Collection

June 21



RA-AC0021L
2395 DKK



RA-AC0022S
2395 DKK



RA-AC0018E
2695 DKK



RA-AC0019L
2695 DKK



RA-AC0020G
2695 DKK



40.5
mm

Classic: Sun & Moon Men's

NOVEMBER 20

70th
ANNIVERSARY
1950-2020
Limited
edition



41.5
mm



RA-AS0103A
3695 DKK



RA-AS0102S
3695 DKK



RA-AS0101S
4195 DKK



RA-AS0104E
4195 DKK



PR September 23rd

ORIENT

Classic: Sun & Moon Ladies (Quartz)

NOVEMBER 20



70th
ANNIVERSARY
1949-2019

Limited
edition



RA-KB0004A
2495 DKK



RA-KB0003S
2495 DKK



RA-KB0002A
2695 DKK



RA-KB0001S
2995 DKK



RA-KB0005E
2695 DKK
Limited Edition 700



PR September 23rd

34.3
mm

ORIENT

Classic: Ladies' Automatics

SEPTEMBER 20



32
mm



RA-NB0104S
1995 DKK



RA-NB0105S
1995 DKK



RA-NB0101B
1995 DKK



RA-NB0102S
1995 DKK



RA-NB0103S
1995 DKK



Classic; Men's Day Date



50

40



39.5
mm



RA-AA0A05B
2695 DKK



RA-AA0A06S
2695 DKK



RA-AA0A04S
3095 DKK



RA-AA0A020B
3095 DKK



RA-AA0A03L
3095 DKK



RA-AA0A01S
3695 DKK



ORIENT

Classic: Men's Quartz / 30 Minute Gents Chronograph



RA-KV0405S
1895 DKK



RA-KV0404B
1895 DKK



RA-KV0403S
1995 DKK



RA-KV0402S
1995 DKK



RA-KV0401L
1995 DKK

42.4
mm





MOVING MOMENTS

CONTEMPORARY



ORIENT

Contemporary: Sun & Moon / New 2021

July 2021



41.5
mm



RA-AK0310S
3395 DKK



RA-AK0309B
3395 DKK



RA-AK0306S
3495 DKK



RA-AK0307B
3495 DKK



RA-AK0308L
3495 DKK



Contemporary : Sun & Moon / New 2021

July 2021



RA-AK0008S
3795 DKK



RA-AK0010B
3795 DKK



RA-AK0011D
3795 DKK



RA-AK0009T
4195 DKK



RA-AK0007S
4195 DKK



42.5
mm

Contemporary : Sun & Moon Semi Skeleton / New 2021

July 2021

50

SS

Q

Q

Q

STOP

4.0

Q

42
mm



RA-AS0011S
4595 DKK



RA-AS0010S
4995 DKK



RA-AS0009S
4995 DKK



RA-AS0008B
4995 DKK



RA-AS0007S
5495 DKK



Contemporary : Semi Skeleton Small Second



100

SS



STOP

4.0

40
mm



RA-AR0103B
2795 DKK



RA-AR0101L
2795 DKK



RA-AR0102S
2795 DKK

Contemporary : Gents Wide Calendar with date Leather Strap



100

SS



STOP

4.0

40.8
mm



RA-AX0008S
2695 DKK



RA-AX0007L
2695 DKK



RA-AX0006S
2795 DKK

Contemporary : Gents Wide Calendar with date



100

SS



STOP

4.0

40.8
mm



RA-AX0005S
2995 DKK



RA-AX0004L
2995 DKK



RA-AX0003B
2995 DKK



RA-AX0002S
3395 DKK



RA-AX0001S
3395 DKK

Simple Date Ladies Auto Collection

April 21



RA-NR2004S
2495 DKK



RA-NR2005S
2295 DKK



RA-NR2002P
2495 DKK



RA-NR2003S
2495 DKK



RA-NR2001G
2895 DKK

32 mm / 50 metre

Contemporary; Simple Date Men's Auto Collection

April 21 



RA-AC0F11L
2295 DKK



RA-AC0F12S
2295 DKK



RA-AC0F09L
2495 DKK



RA-AC0F10S
2495 DKK



RA-AC0F08G
2895 DKK

41.6 mm / 50 metre

ORIENT

Contemporary : Ladies Semi Skeleton Blue Moon



25.6
mm



RA-AG0019B
2495 DKK



RA-AG0018L
2495 DKK



RA-AG0017Y
2695 DKK

Contemporary : Stone Set Ladies



36.8
mm



RA-AK0006L
2995 DKK



RA-AK0005Y
3195 DKK



RA-AK0004A
3395 DKK

Contemporary : Gents Quartz Small Second



50

SS



RA-SP0005N
1495 DKK



RA-SP0006E
1495 DKK



RA-SP0007S
1495 DKK

40.8
mm



Contemporary : Men's Analogue Quartz

New February 21 



RF-QD0012S
995 DKK



RF-QD0011L
995 DKK



RF-QD0010S
1295 DKK



RF-QD0009S
1395 DKK

Contemporary : Ladies Analogue Quartz

New February 21



RF-QA0012S
995 DKK



RF-QA0011L
995 DKK



RF-QA0010S
1295 DKK



RF-QA0009S
1395 DKK



MOVING MOMENTS

SPORTS



ORIENT

Sports : New Diver

SEPTEMBER 20

200



SS



STOP

44
mm



RA-AA0916L
2795 DKK



RA-AA0914E
3195 DKK



RA-AA0912B
3195 DKK



RA-AA0915R
3195 DKK



RA-AA0913L
3195 DKK



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ORIENT 70th : NEW DIVERS

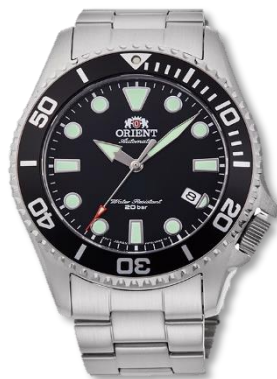
AUGUST 20



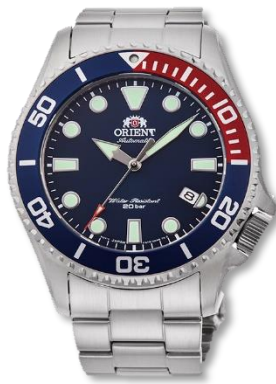
43.4
mm



RA-AC0K04E
4095 DKK



RA-AC0K01B
4095 DKK



RA-AC0K03L
4095 DKK



RA-AC0K02E
4095 DKK



Limited edition



RA-AC0K05G
4295 DKK
Limited Edition 2,500
Box ref U79903780

ORIENT

Sports : Urban ETOH refresh Gents



42.6
mm



RA-AK0605B
2895 DKK



RA-AK0604B
2895 DKK



RA-AK0603S
2895 DKK



RA-AK0602B
2895 DKK



RA-AK0601L
2995 DKK

Sports: Multi-Dial Field Watch



100

SS



40

42.4
mm



RA-AK0405Y
2495 DKK



RA-AK0404B
2495 DKK



RA-AK0403N
2695 DKK



RA-AK0401L
2695 DKK



RA-AK0402E
2695 DKK



Sports : Flight Automatic Gents



100

SS



STOP



4.0

42.4
mm



RA-AC0H03B
2295 DKK



RA-AC0H04Y
2295 DKK



RA-AC0H02N
2495 DKK



RA-AC0H01L
2495 DKK



Sports : Flight Quartz Chronograph

December 2020



42.4
mm



RA-KV0503Y
1895 DKK



RA-KV0502B
1895 DKK



RA-KV0501E
1995 DKK



REVIVAL : RETRO FUTURE CAMERA

August 20 

Limited edition



40.8
mm



RA-AR0201B
5095 DKK



RA-AR0202E
5095 DKK



RA-AR0203Y
5095 DKK



RA-AR0204G
5495 DKK
Limited Edition 2,300

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ORIENT 70th : M-FORCE

OCTOBER 20

Limited
Edition 1,100



47.3
mm



RA-AC0L04L
5495 DKK



RA-AC0L03B
5695 DKK



RA-AC0L02R
5695 DKK



RA-AC0L01B
5695 DKK



RA-AC0L05G
5695 DKK

M-FORCE

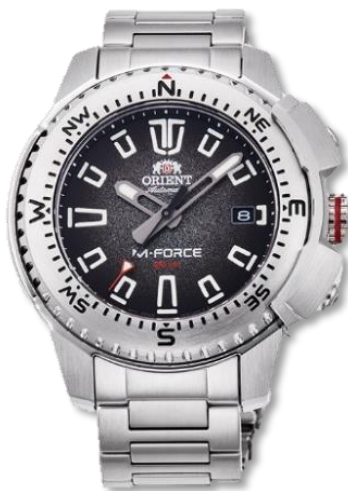
ORIENT

M Force Land New Collection

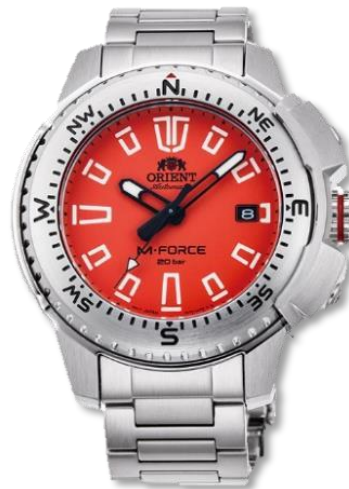
June 2021



M-FORCE SPECIAL BOX



RA-AC0N01B
5495 DKK



RA-AC0N02Y
5495 DKK



RA-AC0N03E
5495 DKK



Press Announcement Date 27-4-2021

Orient: M-FORCE limited Edition RAIKOU

March 2021



RA-AC0L06B
6495 DKK



M Force RAIKOU Limited Edition

- ❖ The **RAIKOU** is a limited to 1,000 units. each watch will be numbered on the case back 1-1,000, accompanied by a special watch box.
- ❖ The **RAIKOU Limited Edition**, will only be sold to our European Distributors, and through our network of authorised retailers.
- ❖ As the stock is limited you will only be able to place **one** order.
- ❖ This will be available to order in February for the first delivery will be with your March orders.

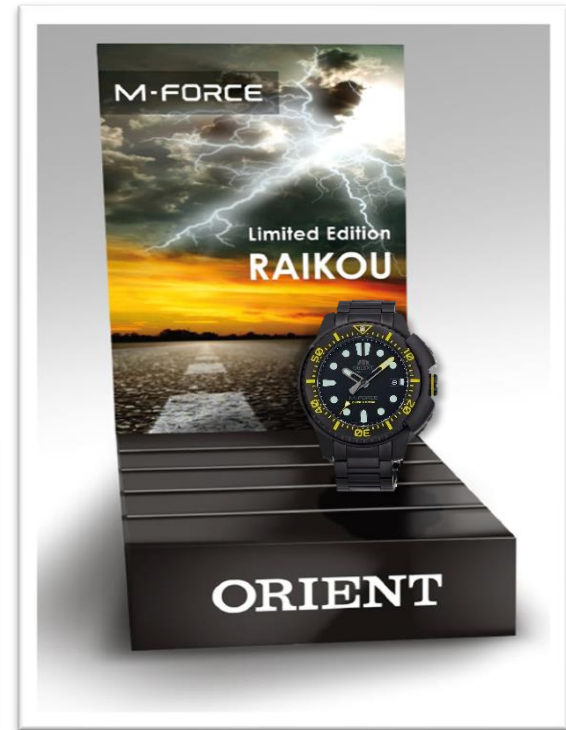
M-FORCE

ORIENT

MARKETING ASSETS: Watch blocks and backboard

- ❖ We have developed an additions to the current window displays.
- ❖ These additional **Watch Blocks** have been designed to create a focus area, for the new **RAIKOU Limited Edition model**.
- ❖ To create a stand alone featured display, we have produced a magnetic a backboard for the watch blocks.
- ❖ For the duration of the promotion this is an ideal opportunity to get the **ORIENT** display moved to a prime position in the front window of the store. i.e. **Top and Centre**

These Watch Blocks are available from the UK warehouse when ordering one box contains **Two Blocks**.



ORIENT : Revival World Map

New March 21

Limited
Edition 1,200

200



SS



STOP

43.5
mm



RA-AA0E03L
3995 DKK



RA-AA0E02E
3995 DKK



RA-AA0E01S
4195 DKK



RA-AA0E04Y
4195 DKK

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MARKETING SUPPORT

MARKETING ASSETS

70th
ANNIVERSARY



ORIENT

MARKETING ASSETS: Display Units

- To create a fresh new look within the stores and to support the launch of the Orient New Product campaigns, we have available Seasonal Display Backboards.
- Both the backboards and the full displays are available for delivery from the UK warehouse.



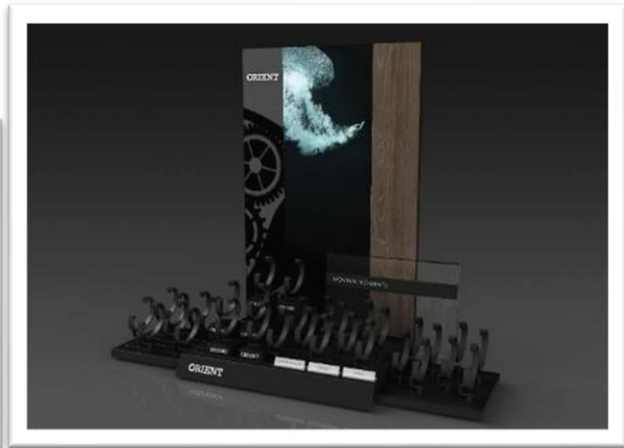
Small x 200mm H



Medium x 300 mm H



Large x 400 mm H



Ex large x 650 mm H

- ❖ For the ORIENT collection have developed a new additions to the displays. These additional Watch Blocks have been designed to create a focus area for the new collections and also create extra height.
- ❖ These Watch Blocks are available from the UK warehouse when ordering additional displays. (One box contains Two Blocks)



ORIENT: Marketing Support AW 20



MOVING MOMENTS

ORIENT



MOVING MOMENTS

ORIENT

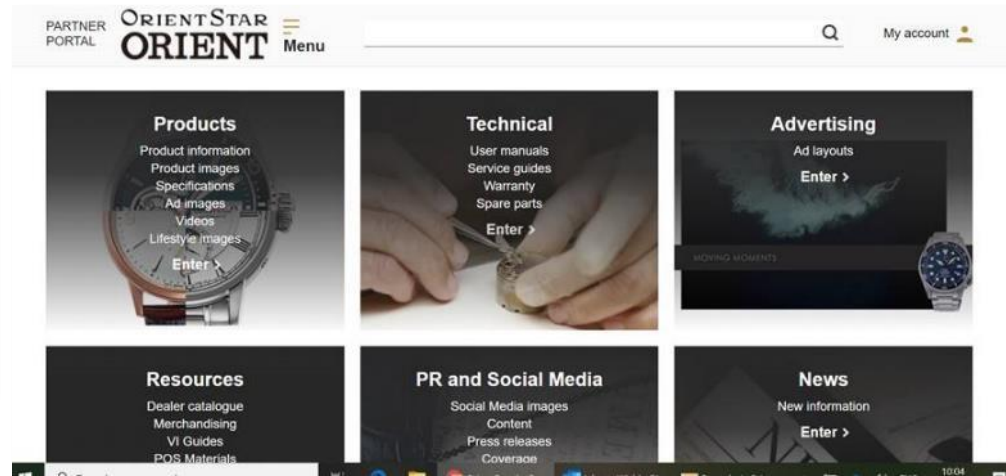


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PARTNER PORTAL Upgrade March 2021

The planned upgrade to the user interface of the Partner Portal will be in March 2021. This is to make it easier to use, the New Assets will always come up first. A new user guide manual is also available.



<https://neon.epson-europe.com/gb/en/orientportal/account/login>

PARTNER PORTAL: SEARCH BY SKU

ORIENT

MECHANICAL TIMEPIECES SINCE 1950

Search

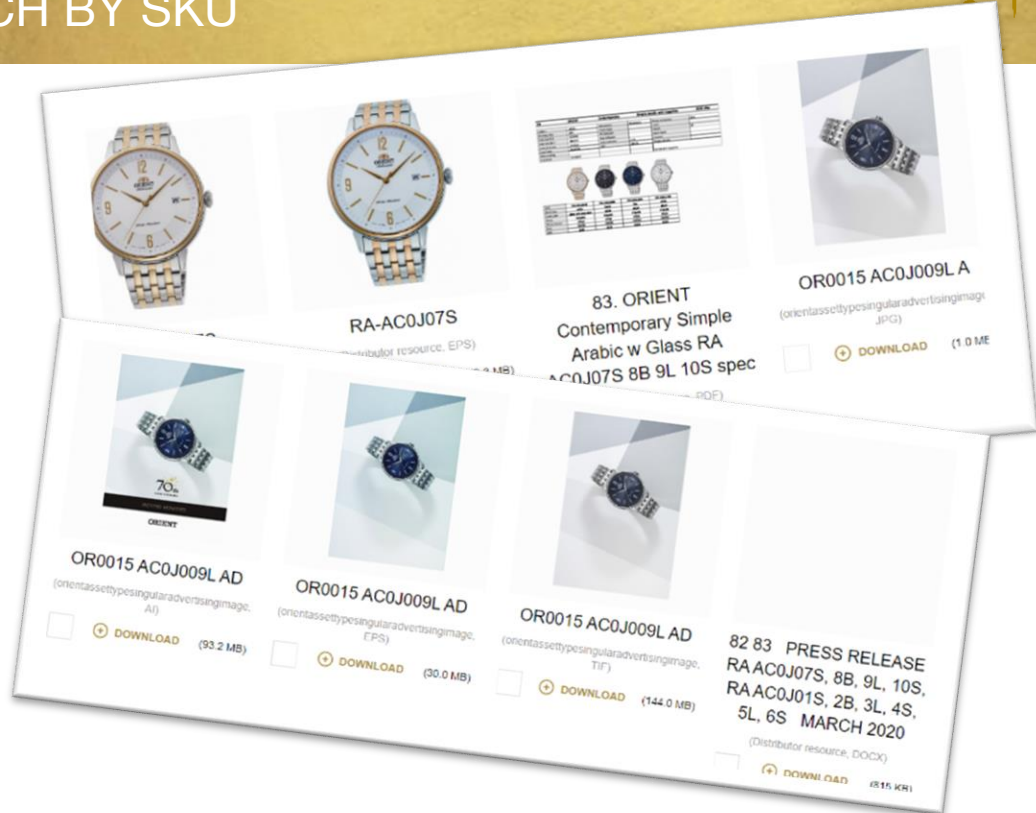
RA-AC0J07S



Type the SKU into the search bar:

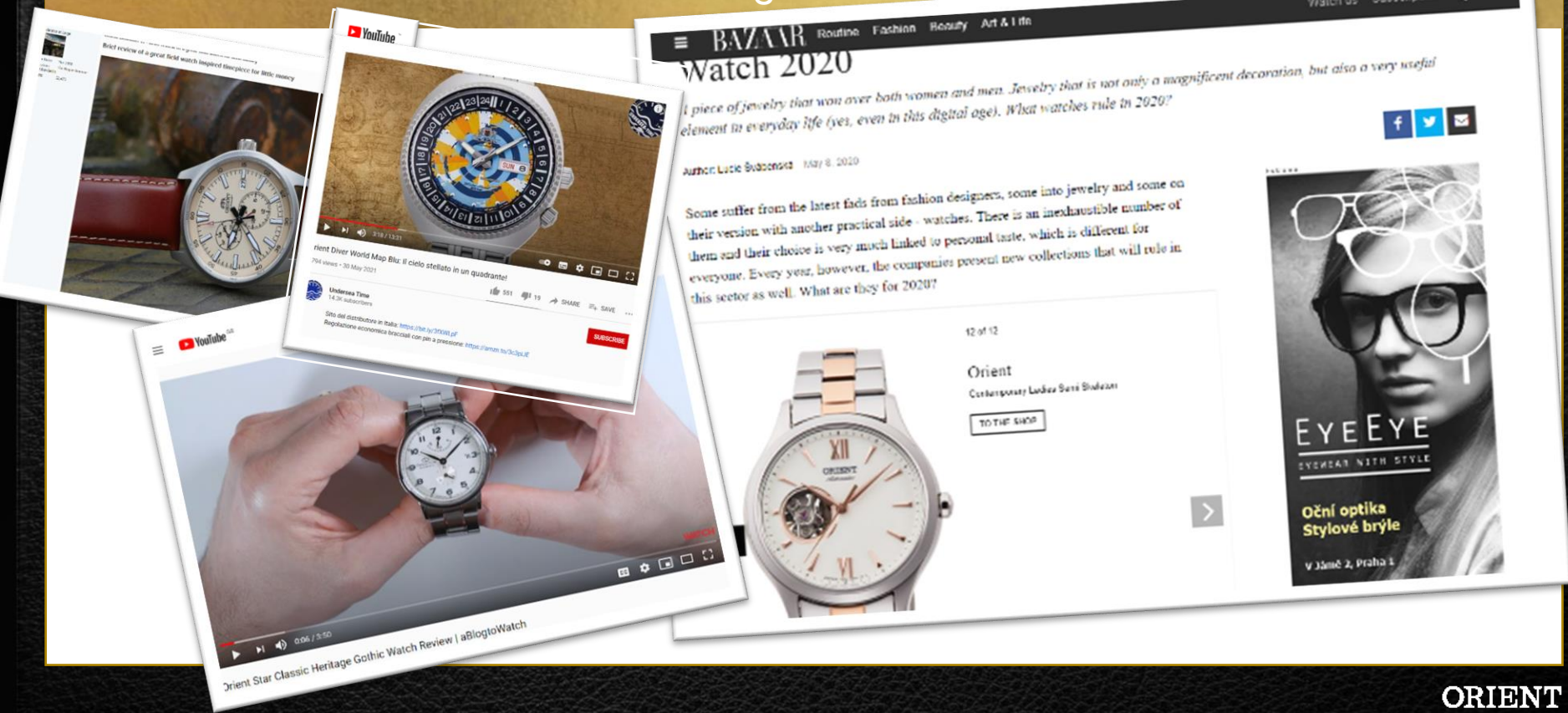
- ❖ For RA- and RE- SKUs, type no more than 10 characters:
RA-AC0J07S19B -> RA-AC0J07S
- ❖ For F- and S- SKUS, leave off the first letter:
FAA02005D -> AA02005D

AA02005D



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PARTNER PORTAL: Press Coverage



PARTNER PORTAL: Social Media Images

ORIENT

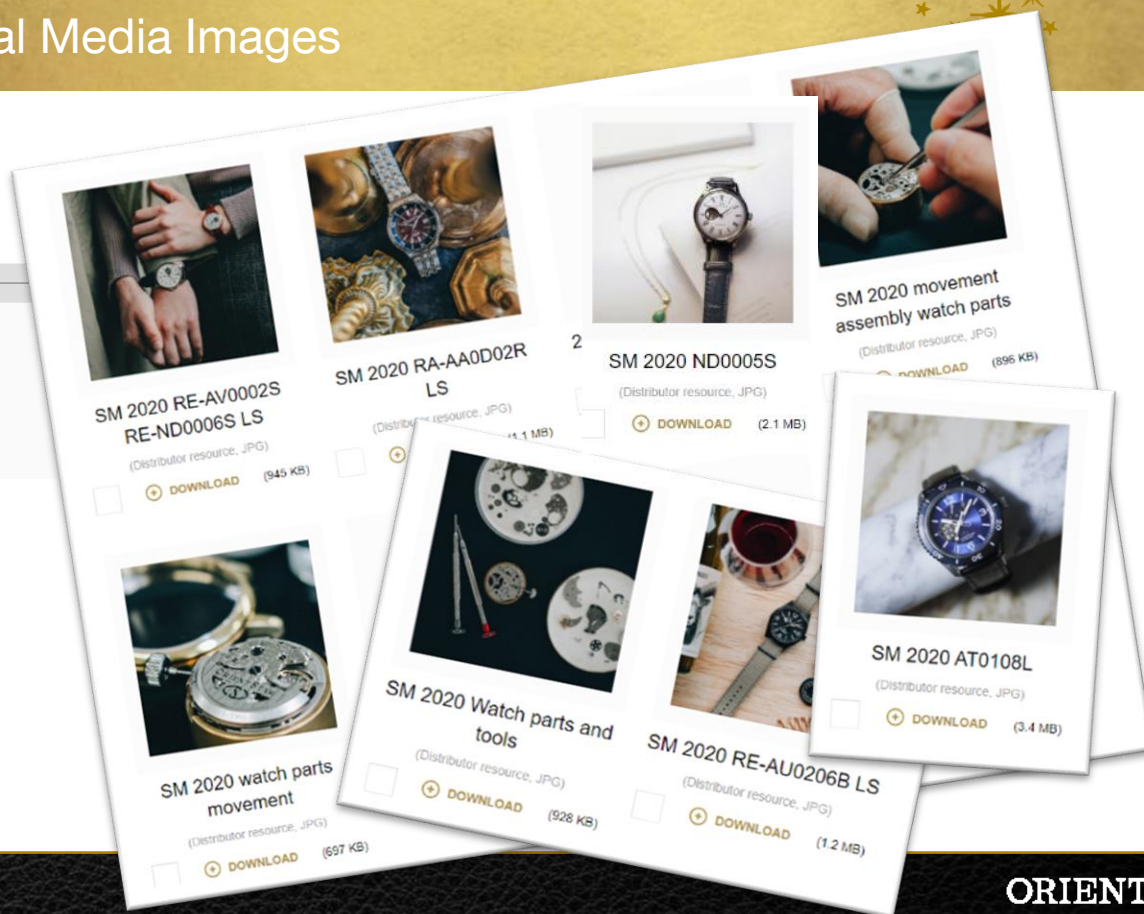
MECHANICAL TIMEPIECES SINCE 1950

Search

SM 2020



Type “**SM 2020**” into the search bar to get Social Media images for you to use online.



ORIENT

CONTENTS:



MARKETING SUPPORT

SOCIAL MEDIA

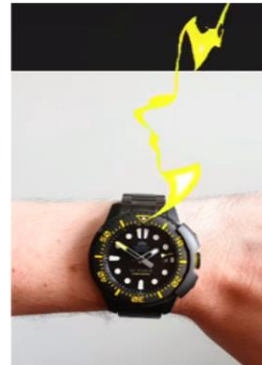


ORIENT

ORIENT Social media

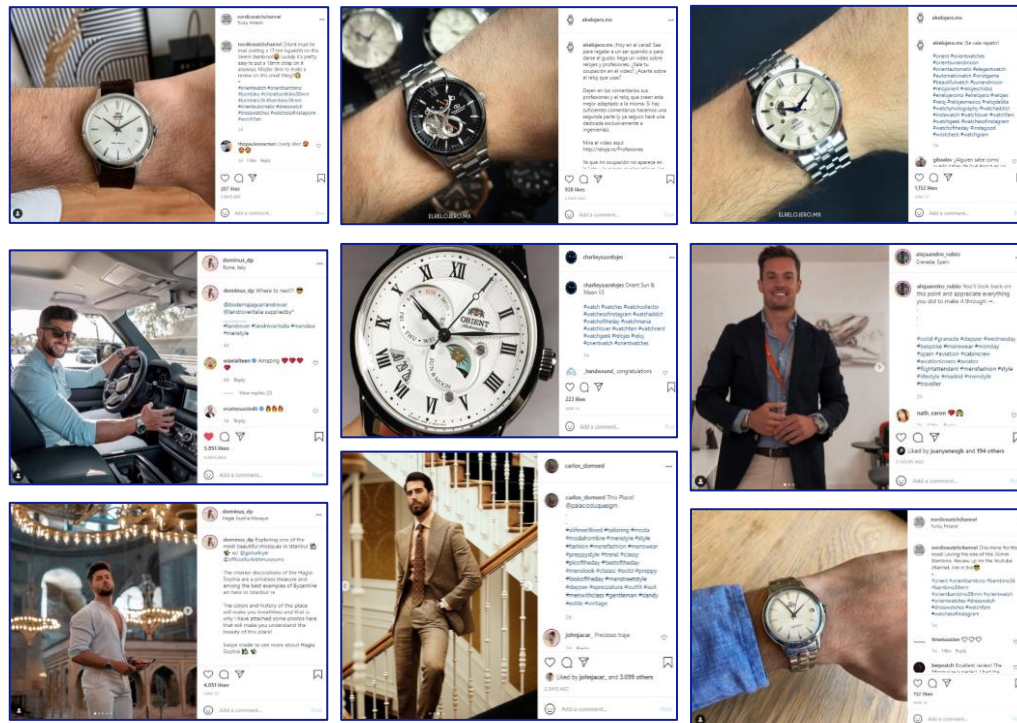
Instagram #orienteurope

Activity	Platform	Results
Organic posts	Instagram	New grid launched so far averaging 6.9K views In May from stories.
Daily management	Instagram	- Current followers 16,896- 1.1% increase. - 19 direct messages.



Influencers	14	@Adalhdez2 @Alejaandro_rubio @Carlos_domord @Charleysusrelojes @Diegoprov @Dominus_dp @Elrelojero.mx @Ibh96 @Lecalibreofficial_ @Lucaharem @Nachoyanes @Nordicwatchchannel @_mrcharlie_ @Underseatetime
Followers	613K	Combined following of all gifted influencers posted in June
Posts	31	Combined across Instagram
Stories	32	Combines across Instagram
Likes	38.8K	Total likes across Instagram of content shared in June

ORIENT: Social Media Coverage



ORIENT STAR ?



ORIENT STAR

MECHANICAL MOON PHASE



ORIENT

ICONS:



Water resistant 30m



Solid bracelet



40h power reserve indicator



Water resistant 50m



Sapphire crystal



50h power reserve indicator



Water resistant 100m



Skeleton caseback



Hand winding



Water resistant 200m



Screwed caseback



Second hand halt mechanism



Water resistant 300m



4-screw-fixed caseback



Alarm chronograph



Stainless steel case



Screwed-down crown



Titanium case



Automatic