

# Exclusive Ananta Watch Collection by Seiko



Courtesy of: Seiko

Seiko is finally making its high-end, all-mechanical watches available to markets outside of Asia with the impeccably crafted Ananta line, which includes the world's most accurate watch, Seiko Spring Drive.

Seiko's hand-assembled Ananta collection is arriving in select fine watch and jewelry stores in November, where consumers are already wait-listed for the exclusive collection.

For design inspiration, Seiko's product team turned to Katana, the ancient art of Samurai sword making. A timely inspiration, indeed: The Metropolitan Museum welcomes their latest exhibition:

– The Art of the Samurai: Japanese Arms and Armor, the first comprehensive exhibition devoted to the arts and armor of the Samurai warrior.

Established in 1881, Seiko is the oldest watch company in

Japan, and is one of the few vertically integrated companies in the worldwide watch industry, making all of their own movements, dials, bracelets, and cases in-house.

“Seiko has differentiated itself by stepping up into higher price points with new technology that would be four times the price if the watches were Swiss made,” says Jennifer Faiella, a buyer at Tourneau in NYC. The ten-piece Seiko Ananta Collection starts at \$2100.

“With the Ananta collection, Seiko has managed to show the brand can play with the big boys,” said Faiella.

At a time when Swiss watch imports have dropped more than 40 percent in the first half of the year, it just may be that a premier, Japanese-made mechanical collection may be the “accessible luxury” that shoppers are looking for.

Mitchell Hirsch of Arizona Fine Time remarks, “Seiko’s Ananta collection is similar to what Japanese automaker Toyota did with the introduction of Lexus. Seiko has proved that it has the quality and the craftsmanship to successfully move the brand up-market. We have waiting lists for Ananta at our store.”

For more information go to [Seiko Ananta](#)

### **SPB017 – \$2100**

Automatic Multi-Hand Calendar

Caliber: 6R21; Day/Date Indicator; Power Reserve Indicator;

Power Reserve: Over 45 Hours; 28,800 vibrations per hour;

29 Jewels; 208 Parts; Sapphire Crystal with anti-reflective coating;

See through caseback with sapphire crystal;

100M; Case Diameter: 46.00mm

### **SPS009 – \$6400**

Spring Drive Chronograph Limited Edition

Caliber: 5R86

Crocodile strap with three-fold clasp & push button release;

Chronograph up to 12 hours

GMT Hand

Power Reserve Indicator, Power Reserve: 72 Hours

50 Jewels; 416 parts; Column Wheel and Vertical Clutch

Sapphire Crystal with anti-reflective coating;

See through caseback with sapphire crystal;

100M; Case Diameter: 46.00mm