

PRESS INFORMATION for immediate release



Fashionable Automatic “Happy stream collection – Fairy”

In Autumn 2014, ORIENT WATCH CO.,LTD. introduces the “Happy stream collection – Fairy” as part of the Fashionable Automatic series.

The Happy Stream Collection takes as its motifs for each of its models the heart and butterfly, which are particularly popular with women, and lucky charms such as the bluebird and four-leaf clover.

The fairy is the motif of this newest product. Fairies are known as beings that influence the fates of humans in various ways and are said to signify the occurrence of a miracle.

The dial is based on an image of a flower garden, with a design full of originality as it shows the fairy changing the color of the roses that bloom in the flower garden every day.

The roses and the fairy’s skirts change into a total of seven colors.

It is possible to set a favorite color based on how you feel that day.

We present to you our hope that the fairy, with the little wings, will bring you happiness and a new beginning in your life.

ORIENT WATCH CO., LTD.

Global Merchandising Group. Marketing Planning Dept.

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[REFERENCE]

Ref No	Dial Color	Case Material	Band Material
DM01004W	White	Stainless steel	White leather strap
DM01005S	Silver	Stainless steel	Brown leather strap
DM01006B	Black	Stainless steel	Black leather strap
DM01007W	White	Stainless steel	Orange leather strap



DM01004W



DM01005S



DM01006B



DM01007W

[SPECIFICATIONS]

Glass material : Convex crystal glass

Caseback : See-through caseback

Water resistant : 30m

Case Diameter : 36.00mm

Thickness : 11.20mm

[MOVEMENT]

Movement : ORIENT caliber 48Y40 Made in Japan

Drive system : Self-winding movement

Vibrations : 21,600/hour vibrations

Number of jewels : 21 jewels

Date indicator

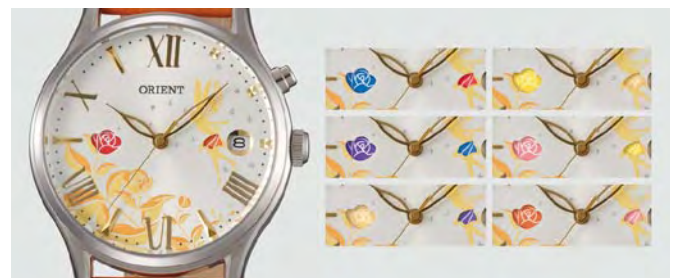
[DIAL]

The dial is based on the image of a flower garden, with fairy changing the color of the flowers that bloom in the flower garden every day.

The roses and the fairy's skirts change into a total of seven colors.

Each color represents a meaning. The red signifies love, pink happiness, orange kindness, yellow hope, ivory friendship, blue peace and purple symbolizes healing.

It is possible to set your favorite color based on how you feel that day.


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