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Orient Introduces New Classic and Simple Style 36: A Compact, Unisex Model

Orient has introduced four new Classic and Simple Style 36 models to its Classic Collection, combining a refined 36 mm case with contemporary dial colours tailored to suite today's modern lifestyles. Distilling the timeless appeal of a classic mechanical watch with a subtle contemporary edge into a compact size, these models will appeal to a wide audience across genders and age groups.



Classic and Simple Style 36 is a popular series that has enjoyed long-standing popularity around the world, embodying everything that defines Orient. The series is known for its traditional classical dial, domed glass with a retro feel, and delicate case design with slender lugs.

The Classic and Simple Style 36 adopts a new 36.4 mm case, offering a more compact alternative to the 38.4 mm Classic and Simple Style 38 while retaining the collection's signature "classic and simple" aesthetic. Offering a comfortable fit for those with slender wrists, these unisex models reflect the shift towards more gender-inclusive sizing in contemporary watchmaking.

In addition to the smaller case, the dial is another distinct feature. Returning to the essence of timekeeping by omitting the calendar display, the dial is composed solely of hour, minute and second hands and bar indices, with the minimal elements creating a timeless, vintage look. The dial comes in the standard colours white and ivory, as well as a muted, nuanced green, giving the watch a calm, sophisticated feel.

The new Classic and Simple Style 36 models have an easy exchange leather strap allowing for a quick change without any tools. This lets the wearer refresh the watch's look, offering more ways match it to different personal styles. Attention is paid to every detail from the case lugs widened to 18 mm through the redesigned leather strap silhouette, additional holes, to the adjusted buckle width.

The new models are powered by the automatic (with hand winding) in-house calibre F6524, which has been redesigned as a three-hand movement with no date display. The stable accuracy of +25 seconds to -15 seconds per day, coupled with over 40 hours of power reserve, make them ideal for everyday use.

**RA-BB0101S****RA-BB0102E****RA-BB0103S****RA-BB0104Y**

About Orient

Orient has provided the world with high-quality attainable watches, combining reliable movements with innovative designs for more than 70 years. Orient is a Japanese watch brand that designs, produces its own movements and crafts finished watches. The brand's fine-quality watches deliver incredible value and enduring style, which are extremely popular among watch lovers both in Japan and overseas. Orient timepieces are sought after by watch fans and discerning watch collectors all over the world.

Discover more at our [website](#) and [social media channels](#).

— Product Specifications —

Collection	Classic			
Model name	Classic and Simple Style 36			
Reference	RA-BB0101S	RA-BB0102E	RA-BB0103S	RA-BB0104Y
Movement	Automatic (with hand winding) mechanical in-house calibre F6524			
Power reserve	Over 40 hours			
Accuracy	+25 seconds ~ -15 seconds per day			
Case material (colour)	Stainless steel (gold colour plated)	Stainless steel		
Case size	Length 42.2 mm / width 36.4 mm / thickness 12.3 mm			
Caseback	—			
Glass	Front: domed crystal glass, back: crystal glass			
Strap	Leather (brown) / pin buckle / width 18 mm		Leather (black) / pin buckle / width 18 mm	Leather (brown) / pin buckle / width 18 mm
Colour of dial	White	Green	White	Ivory
Other features	Water resistance 3 bar (30 m), second hands hacking, 22 jewels, see-through exhibition caseback, easy exchange strap			

ENDS