

October 6th, 2026

Orient Star Celebrates 75 Years with the Appointment of Masaki Suda as Brand Ambassador

Orient Star is pleased to announce the appointment of Masaki Suda, a globally active actor and artist, as its brand ambassador to commemorate the 75th anniversary of the brand. The campaign will first be rolled out in four countries and regions: Japan, Thailand, the Philippines, and Taiwan.



Since its founding in 1951, Orient Star has been dedicated to creating mechanical watches worthy of being called shining stars, continually pursuing the ideal timepiece through its fully integrated, in-house manufacturing. As the brand marks its 75th anniversary, Orient Star is delighted to welcome Masaki Suda as its brand ambassador, with the aim of introducing the brand and its enduring appeal to a wider audience.

As an actor, Suda has demonstrated remarkable versatility through a wide range of roles in numerous acclaimed productions. At the same time, he is active as an artist, continually challenging conventions and exploring new forms of expression and personal potential. His commitment to creating new value and pursuing fresh avenues of expression, rather than resting on past achievements, strongly resonates with Orient Star's brand statement *Joy of Discovery*, which embodies the spirit of embracing the unknown and finding inspiration in new discoveries.

Furthermore, Suda's distinctive individuality and strong presence in the worlds of fashion and culture, while remaining true to his own style, align closely with Orient Star's philosophy. While preserving the traditions of mechanical watchmaking, the brand has continuously evolved by incorporating new technologies and innovative designs.

As Orient Star celebrates this significant milestone, the brand will work together with Suda to share its unique appeal and brand universe with an even broader audience.

To mark Suda's appointment as brand ambassador, Orient Star is unveiling key visuals featuring him wearing two special timepieces: the Orient Star Skeleton, a flagship model commemorating the brand's 75th anniversary that brings together the history and technical expertise behind the skeleton model, one of the brand's signature lines; and the Three Hand, the first release under the Sakigake Design Project. Sakigake which means "forerunner" in Japanese, reflects the project's spirit of innovation and exploration of new aesthetics. A behind-the-scenes video from the photo shoot will also be released.

Going forward, Orient Star will continue to communicate the value of time and the distinctive worldview that lies at the heart of the brand, through a range of sophisticated visual campaigns and content featuring Masaki Suda.

Brand Ambassador Content (Behind-the-Scenes & Interview)

A behind-the-scenes video from the key visual photo shoot will be released on the official Orient Star website and YouTube channel. In the interview featured within the behind-the-scenes video, Masaki Suda shares his impressions of Orient Star, as well as his perspectives on choosing wristwatches and other personal items, and the importance of time in his daily life. Viewers will gain insight into the values and sensibilities that shape his personal style and approach to life.

Official brand website: <https://orient-watch.com/en/orientstar/#movie>

Official YouTube: <https://www.youtube.com/watch?v=11R86cdr2Tc> (The video is in Japanese.)



Timepieces Worn by Masaki Suda



Orient Star Skeleton
(RE-BR0001N)



Three Hand
(RE-BQ0003S)

Orient Star Brand Ambassador Masaki Suda



Born February 21, 1993, in Osaka Prefecture. Made his acting debut in 2009 with “Kamen Rider W.” Since then, he has been active across a wide range of fields including television dramas, film, stage, and radio. Recent major works include films: “The Beast of Comedy,” “Love You as the World Ends: The Movie - FINAL,” “Cloud,” “Sunset Sunrise,” “Meets the World” (voice role), and “The Samurai and the Prisoner”; TV dramas: “Pray Speak What Has Happened” (CX) and “Queen of Mars” (NHK); and the NHK historical drama “BROTHERS IN ARMS”. Also appearing in the film “Look Back,” released September 11.

About Orient Star

For 75 years since its establishment in 1951, Orient Star has embodied an unwavering spirit of exploration and a desire to create watches that are like shining stars. Drawing on traditional craftsmanship applied to mechanical watches, original designs, refined and elegant colour expressions, and in-house mechanical movements, Orient Star continues to deliver unique, made-in-Japan watches to the world.

Joy of Discovery – Orient Star unearths new discoveries in creativity, technology, and beauty.

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

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