

February 10th, 2026

Orient Introduces New Dial Designs and Colours for Classic and Simple Style 38 and Classic and Simple Style

Orient has introduced five new Classic and Simple Style 38 models featuring a minimalistic design with no date display, and six new Classic and Simple Style models featuring both standard and trendy gradation colours, to its Classic Collection. Blending the timeless appeal of a classic mechanical watch with a subtle contemporary edge, these models make ideal everyday companions for watch enthusiasts.



Classic and Simple Style is a popular series that has been long running around the world, representing everything that is Orient. The series is known for its traditional classical dial, a domed glass with a retro feel, and delicate case design with slender lugs. The series has attracted more attention since 2022 with the launch of Classic and Simple Style 38 featuring a 38.4 mm case for a more comfortable fit to suit modern lifestyles.

The new Classic and Simple Style 38 models combine a newly developed movement with a three-hand dial and no date display. Returning to the essence of timekeeping with dials omitting the date – a first for the series – the new models highlight the classic and simple beauty of Classic and Simple Style, making this a very appealing watch for fans of classic watches.

The minimalist design, displaying only the time, features the popular alternating Roman numerals and bar indices. The uniquely designed yet highly legible dial comes in the standard colours white and ivory, the deeper classic colours green and brown, and a grey dial which is limited to 3,300 pieces.

Meanwhile, the new Classic and Simple Style models with 40.5 mm case and date display feature the same simple bar indices design as Classic and Simple Style 38. They are available in the classic colours of white and ivory, as well as trend-forward green, light blue and purple featuring a subtle gradation effect.

Both the new Classic and Simple Style 38 and Classic and Simple Style models have an easy exchange leather strap allowing for a quick replacement without any tools. The option to easily swap straps lets wearers refresh the watch's look, offering more ways to enjoy it and making it simple to match a variety of personal style preferences.

Models with no date display are equipped with automatic (with hand winding) in-house calibre F6524, while models with date display are powered with calibre F6724. The stable accuracy of both movements ranging between +25 seconds to –15 seconds per day, coupled with a 40-hour power reserve, make them ideal for everyday use.

Classic and Simple Style 38



RA-BB0001E



RA-BB0002S



RA-BB0003Y



RA-BB0004Y



RA-BB0006N



■See-through case back with limited edition and serial number engravings. (RA-BB0006N)

Classic and Simple Style



RA-AC0028S



RA-AC0029E



RA-AC0030L



RA-AC0031S



RA-AC0032V



RA-AC0033Y

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 38				
Reference	RA-BB0001E	RA-BB0002S	RA-BB0003Y	RA-BB0004Y	RA-BB0006N
Movement	Automatic (with hand winding) mechanical inhouse calibre F6524				
Power reserve	Over 40 hours				
Accuracy	+25 seconds ~ -15 seconds per day				
Case material (colour)	Stainless steel				
Case size	Length 44.0 mm / width 38.4 mm / thickness 12.5 mm				
Caseback	—				Limited edition and serial number engraving
Glass	Front: domed crystal glass, back: crystal glass				
Strap	Leather (brown) / pin buckle / width 20 mm				Leather (grey) / pin buckle / width 20 mm
Colour of dial	Green	White	Ivory	Brown	Grey
Limited edition	—				3,300 pieces
Other features	Water resistance 3 bar (30 m), second hands hacking, 22 jewels, see-through exhibition caseback, easy exchange strap				

Collection	Classic					
Model name	Classic and Simple Style					
Reference	RA-AC0028S	RA-AC0029E	RA-AC0030L	RA-AC0031S	RA-AC0032V	RA-AC0033Y
Movement	Automatic (with hand winding) mechanical inhouse calibre F6724					
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 46.5 mm / width 40.5 mm / thickness 12.3 mm					
Glass	Front: domed crystal glass, back: crystal glass					

Strap	Leather (brown) / pin buckle / width 21 mm		Leather (blue) / pin buckle / width 21 mm	Leather (black) / pin buckle / width 21 mm	Leather (brown) / pin buckle / width 21 mm	
Colour of dial	White	Green gradation	Light blue gradation	White	Purple gradation	Ivory
Other features	Water resistance 3 bar (30 m), second hands hacking, 22 jewels, see-through exhibition caseback, date, easy exchange strap					

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