

# ALESSI WATCHES

## “ALESSI Watch” to Introduce New AL10000 Series Designed by Karim Rashid

Seiko Instruments Inc. (SII), based in Chiba, Japan, announces that it will release newly-designed models of AL10000 Series from its Italian brand “ALESSI”. Up-to-date, colorful new watches will debut from this popular series designed by Karim Rashid. It will be released in mid June.

Seiko Instruments Inc. (SII)  
 President: Masafumi Shinbo  
 1-8, Nakase, Mihama-ku  
 Chiba-shi, Chiba Prefecture

The ALESSI watch collection springs from the creativity and imagination of the designers at ALESSI, and SII embodies them into unique watches. Each series reflects the style and method of the individual designers and the originality that only ALESSI can provide.

The new models of AL10000 Series will be exhibited at “BASEL WORLD 2010 The Watch and Jewelry Show”, the world’s biggest watch and jewelry show, to be held from March 18 through 25 in Basel, Switzerland.

**【AL10000】**

My new designs of Kaj continue my love for the Teknorganic, kasual, infosthetik world we live in. The new colors and Digipop symbol ‘techno’ are optimistic, fulgent, engaging, positive, holistic, casual, and open-minded. The watches are not gender bias. I believe that the new objects that shape our lives are transconceptual, multi-cultural hybrids, objects that can exist anywhere in different contexts, that are natural and synthetic, that are inspired through telecommunications, information, entertainment, technology and production. Our objects can captivate the energy and phenomena of this contemporary universal culture of the digital age. I feel new culture demands new forms, material and style. I want poetic physical justice.

Karim Rashid



**【Specification】**

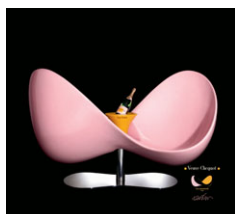
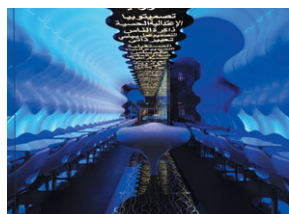
model	function	color
AL10020	3 hands ( hour / minite / second)	black
AL10021	3 hands ( hour / minite / second)	white
AL10022	3 hands ( hour / minite / second)	gray
AL10023	3 hands ( hour / minite / second)	pink
AL10024	3 hands ( hour / minite / second)	green

• Water-resistant to 3 atm • Case & Band : Polyurethane • Acrylic glass • Case size : 38 mm (W) x 38 mm (H) • Weight : Approx. 48 grams • Date of release: Mid June 2010



Karim Rashid

Born in Cairo in 1960. He receives a bachelor of Industrial Design in Canada in 1982 and postgraduate studies in Italy. For seven years he is at KAN Industrial Design and co-designs the Babel Fashion Collection for 6 years. In 1993, he opens his own studio in New York City. His works are in the permanent collections of 14 Museums. His perspective and clients are global and while considers him more of a cultural provocateur, his projects range is from products, interiors, fashion, furniture, lighting, art, music to installations.



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