

# ALESSI WATCHES

## “ALESSI Watch” to Introduce New AL23000 Series Designed by Miriam Mirri

Seiko Instruments Inc. (SII), based in Chiba, Japan, announces that it will add to its Italian watch brand “ALESSI” a new AL23000 Series designed by Miriam Mirri. 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 AL23000 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.

**【AL23000】**  
 “An apprentice explorer travels through possible and imaginative universes”  
 Miriam Mirri



AL23000 AL23001 AL23002 AL23003 AL23004



**【Specification】**

model	Function	color
AL23000	2 hands ( hour / minite )	blue
AL23001	2 hands ( hour / minite )	white
AL23002	2 hands ( hour / minite )	black
AL23003	2 hands ( hour / minite )	pink
AL23004	2 hands ( hour / minite )	green

• Water-resistant : 3 atm • Plastic Case • Polyurethane Band • Acrylic glass • Case size : 38.5 mm (W) x 57 mm (L) x 12.5 mm (D) • Weight : Approx.19.5 grams • Date of release: Mid June 2010



Miriam Mirri  
 Born in Bologna in 1964, lives and works in Milan. She graduated at the Superior School for Anatomic Design and studied communication and design at the Università del Progetto in Reggio Emilia. She worked in London with Nigel Coates and has been assistant to Stefano Giovannoni for many years. She designs objects for companies such as Mandarin Duck, Mitsubishi, United Pets. She holds design courses at the Università del Progetto in Reggio Emilia.



Please direct your inquires about the products to the following:  
 <Mass media> Corporate Communications Group / Mori Email: pr@sii.co.jp  
 <Product information> W. Marketing Department/ Sakai Email: shigeo.sakai@sii.co.jp  
[www.alessi-watches.com](http://www.alessi-watches.com)

