

ALESSI WATCHES

“ALESSI Watch” to Introduce New AL8000 Series Designed by Alessandro Mendini

Seiko Instruments Inc. (SII), based in Chiba, Japan, announces that it will release new models of AL8000 Series from its Italian brand “ALESSI”. The popular series designed by Alessandro Mendini will introduce striking new watches featuring his daring use of colors. 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 AL8000 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.

[AL8000]

At a certain point a decision was taken to decorate the “Luna” watch. This cool, simple and cosmic watch was transformed into three strong and descriptive images. One is the “Red & White”, whose circles create a polka dot effect. Another is the “Siena”, whose yellow and black shades bring to mind the traditions of the Palio. Finally there is the classic “Arlecchino” mask. Three striking new Luna watches to look out for.

Alessandro Mendini



AL8012 AL8013 AL8014

[Specification]

Model	Function	Color
AL8012	3 hands (hour / minute / second)	Arlecchino
AL8013	3 hands (hour / minute / second)	Red & White
AL8014	3 hands (hour / minute / second)	Siena



• Water-resistant : 5 atm • Stainless Steel Case • Leather Band + Pattern Print • Mineral glass • Case size : 36 mm • Weight : Approx. 40 grams • Date of release: Mid June 2010



Alessandro Mendini

Born in Milan in 1931. He has edited the reviews “Casabella”, “Modo” and “Domus”. His own work as intellectual, artist, cultural promoter, designer and architect has been the subject of monographic studies in various languages. He is an honorary member of the Bezalel Academy of Arts and Design in Jerusalem; has won the Compasso d’Oro Design Award, the Architectural League’s Award in New York and is a Chevalier des Arts et des Lettres in France. After a long collaboration with the Atelier Alchimia, in 1989, with his brother Francesco, he opened the Atelier Mendini in Milan, designing many buildings all over the world.



Alessandro Mendini, Geometric Armchair, Cappellini, 2009



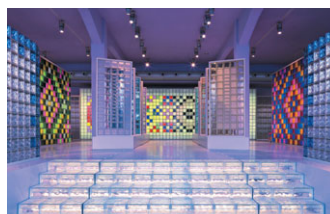
Alessandro Mendini, San Francisco, inter-wall, Cleto Munari, 2008



Alessandro Mendini, San Francisco, inter-wall, Cleto Munari, 2008



Alessandro Mendini, Mendinismi: Diderot, vase in fiberglass, Corsi Design, 2008



Alessandro and Francesco Mendini, Showroom Seves, Milan



Alessandro Mendini, Triennale di Milano, new building at Incheon, Korea, 2009

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

