

THE GUIDE TO MODERN
SEIKO



TEDDY

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Foreword

BY DANNY MILTON

Seiko has become so foundational to collectors in the modern context – and frankly, it has vintage stories that rival those of any watch brand. I came to Seiko in the middle of my collecting journey and did what almost anyone did back then: I bought an SKX007, the classic 42mm full-throated diver with its well-known burly rubber strap. I was drawn to the simple. No-fuss, matte dial with large, legible painted markers and the aluminum bezel. More than that, I particularly liked the Japanese design language – the stuff that made it a Seiko at heart, like the polished and rounded case lines, as well as the four o'clock crown, which avoided unneeded contact with the back of my hand. From the engraved wave imagery on the caseback to the non-winding, shake-only aspect of the automatic movement, everything just felt purpose-driven.





Seiko Prospex Alpinist
Ref. SPB503

And in many ways, that purpose-first ideal is what makes Seiko, Seiko, and it's what has been keeping people coming back for more all these years. There is an absolutely sweet spot of quality to price that Seiko has always achieved, which sets it apart from basically any brand on the planet. My relationship with Seiko watches has grown since my SKX, and learning about the vertical integration and attention to detail that the brand adheres to while still delivering truly attainable value has only fueled that growth.

Seiko watches have been to space, they've been in the movies, graced the wrists of athletes, and have seen real combat. The brand and its watches are positively drenched in history. And that history is not just evident in the past, but it shines through in nearly every watch in Seiko's modern collection.

In the pages of this book, you'll hear from our editorial team as they walk you through the modern collection that Seiko offers today, complete with our best-in-industry photography. Section after section of this book will deliver you a combination of history, context, and a visual representation of where Seiko is today and where it came from.

The undertaking of this book was a mighty one, as to call Seiko's collection vast is a massive understatement. But we are tremendously proud of what we have assembled here and hope that you find things in here you didn't know before – and that if you know it all, it brings you joy all the same.



CHAPTER 1

Brand History, Origins, and Major Milestones

Good things aren't built overnight. In the case of Seiko, it's been a journey that began in 1881 in the streets of central Tokyo. The story really begins years earlier, however, with a young intern at the Kameda Clock Shop named Kintarō Hattori. Born to merchants in 1860, Hattori developed a knack for technical training from the age of 13. When he turned 17, he would be ready to open the Hattori Clock Repair Shop, laying the foundations for what would become one of the world's largest integrated watch manufacturers over the following century.



Founder Kintarō Hattori (1907)
via Seiko Museum

In 1881, at the age of 21, Hattori would formally establish his first business, a watchmaking shop under the name K. Hattori & Co. Here, he would specialize not just in repairing watches and clocks, but also in establishing trade with Swiss entities, based in Yokohama, to bring Swiss timepieces to retail in Japan. While successful, this business wasn't the end game for Hattori. In 1892, he founded Seikosha with the intent of manufacturing his own clocks and watches locally. The word itself would take on new meaning depending on the context, with "seiko" translating to "exquisite," "minute," or "success," while "sha" means "house," coming together to form an apt descriptor of what would ultimately become, quite simply, Seiko.

By the turn of the century, Hattori had established the largest watch and clock retail network in the country. This success allowed him to acquire the know-how and tools to begin creating the next generation of timekeeping, with what would become the very first Seiko wristwatch. Not to skip too far ahead, but the current CEO of Seiko Group Corporation and Seiko Watch Corporation is Shinji Hattori, the great-grandson of Kintarō.



The First K. Hattori & Co.
Clock Tower (1894)

Laurel & the Birth of Seiko

The Laurel was the first wristwatch designed and produced in Japan, and when it was released in 1913, it bore only the name “Laurel” on the dial. This was still very early in the establishment of the wristwatch as a commercially viable product, with Cartier launching its foundational Santos to the public just two years prior. In what would become something of a trend, Hattori found ways to stay at the forefront of the industry, and, with the Laurel, Seiko had put in place the means to bring an entirely new product category to market.

In September of 1923, a magnitude 8.0 earthquake struck the Kantō Plain, with the epicenter hitting just 60 miles from Tokyo. The devastation caused by the earthquake included over 100,000 casualties and leveled much of the city center, including the Seikosha factory. A fresh start was required, and that’s exactly what Hattori managed to accomplish, releasing a new variation of the Laurel design, this time featuring the word Seiko on the dial. This was the first use of the word, and it represented a new brand forged from every step of Hattori’s past.



Seiko Laurel (1913)

Early Seiko-branded
watch example (1924)



This new watch may have been a glimpse into the future, but the production of Seikosha-branded stopwatches would remain strong through the decade. In 1929, the Seiko pocket watch would be appointed the official “Railway Watch” of the Japan National Railway. Precision was always the goal, and that would remain a cornerstone of the brand into the following generation, with serious ramifications for the watch industry as a whole.



Seikosha's Type 19 “Railway” Pocket Watch (1929)

Seikosha's Type 19 “Railway”
Pocket Watch (1929)



The Marvel Collection

With the wristwatch firmly established in the market, Seiko would continue to innovate on the concept, both mechanically and aesthetically. In 1956, Seiko would introduce the Marvel collection, featuring a sharp, slightly larger 33mm design using a highly accurate Type 11 caliber. The Marvel was a milestone for the brand and would eventually incorporate other important variations, such as the Lord Marvel and the Gyro Marvel, boasting the brand's first self-winding movement equipped with its proprietary "Magic Lever" system capable of capturing power from the oscillating weight in both directions.

The Marvel was a beautiful design that proved popular through the '60s, delivering a highly legible dial within a regal framework. The movement also used Diashock devices at the pivot of the balance, allowing for a level of shock resistance, thus providing another layer of practical innovation to the watch. The design is influential to this day, and further served to expand Seiko's brand presence to a new generation of buyers.



Seiko Marvel (1956)

First Japanese Dive Watches

A new genre of watches was brewing in the mid 1950s, following the popularity of recreational scuba diving, and while Seiko wouldn't enter the fray until the following decade, it would do so in a monumental manner. These were dive watches, and their popularity would go on to define a new pillar of Seiko.



Vintage Seiko Diver Advertisement



Seiko's First Dive
 Watch (1965)



Vintage Seiko Diver
Caseback

In 1965, Seiko released its first dive watch, the 62 Seikomatic Calendar Reference 6217, aka the 62MAS (autoMatic Selfdate). The watch featured a 150-meter depth rating, and a design that would serve as the template for a new era of sport watches geared toward divers. This design is highly influential today, and lives on in many forms within the modern Seiko Prospex collection. In 1968, Seiko would follow up on this with the legendary reference 6159, a 300-meter diver that used a high-beat 6159A caliber set within a monobloc steel case. This reference would be the inspiration for a range of dive watch families from Seiko over the course of the following generations, from the “Turtle” to the beloved SKX.

In 1970, Japanese adventurer Naomi Uemura journeyed from Greenland to Alaska in a solo mission to the North Pole. On his wrist for the duration was a Reference 6105, a 150-meter diver lovingly referred to as the “Turtle” for its broad, flat case. These are the stories that would anchor the legend of Seiko dive watches being near bulletproof in their ability and reliability in any condition, and things would only escalate from here.



Seiko “Turtle” Diver

In 1975, Seiko introduced the world's first 600-meter diver in a titanium case, with a shroud-like structure that would protect the inner workings. This was the reference 6159-7010, and its unique case would earn it the nickname "Tuna" for its resemblance to a tuna-fish can. Its performance was legendary and matched only by its unique aesthetic, making it prized by enthusiasts and collectors today.

This string of watches released from 1965 to 1975 would form the foundation of Seiko dive watch families that persist to this day. These watches would also play a large role in shifting the perception of the brand toward a manufacturer of highly capable, rugged tools. A far cry from the likes of the Marvel, but a popular choice that would pay dividends well into the future.



Seiko "Tuna" Diver



Seiko "Tuna" Diver (1975)

First Quartz Movement In Market

Seiko was the first brand to fully commercialize quartz movement technology with the release of the Quartz Astron 35SQ on December 25, 1969 (we'll get into the nitty-gritty on that in further chapters). This would come just months after releasing its own variation of the world's first automatic chronograph in the Reference 6139 (alongside Zenith and the Heuer/Breitling conglomerate), making 1969 a hugely important year. With the quartz movement, Seiko put into motion what would become the most consequential shift the watch industry had ever seen.

The Astron 35SQ was an impressive watch, in its design and even more so in its performance. Seiko introduced the Caliber 35A featuring a sophisticated hybrid integrated circuit, utilizing 76 transistors alongside 29 capacitors, mounted upon a ceramic substrate, oscillating at a precise frequency of 8,192 Hz. The result was a watch capable of keeping time to within 5 seconds per month, which was orders of magnitude more accurate than any mechanical watch of the era. It also didn't need to be wound, lasting about a year on a charge. This was game-changing, and the rest of the industry would struggle to keep up.

By the early '80s, Seiko had halted production of mechanical movements altogether to focus on the production of digital and quartz-powered watches due to a massive shift in demand. This shift would also bring the Swiss watch industry to its knees, forcing big changes to ensure long-term survival (a story for another day, to be sure). Mechanical watches would prove to have their place in time, however, and by the '90s, Seiko had returned to producing mechanical watches alongside its quartz-powered offerings.



Seiko Quartz Astron (1969)

Spring Drive Technology

Never content to sit still, Seiko once again sought to change the industry with a new technology first released to the world in 1999, and this time, it combined features of a mechanical movement with that of a quartz movement. The new hybrid system was called the Spring Drive, and it remains an important part of Seiko's portfolio today.

Rather than using a battery for a store of energy, a Spring Drive movement uses a traditional mainspring barrel that can be wound, along with a gear train transmitting that power. However, in regulating the time, it uses an electronic quartz crystal and a magnetic brake, allowing for hyper-accurate timekeeping the likes of which are generally reserved for quartz watches. The Spring Drive movement would challenge conventional wisdom in the best way, and continue to push unique innovations not found in traditional Swiss watchmaking. This is exactly the kind of thing that makes Seiko such a compelling manufacture today.

Spring Drive has seen meaningful evolution since its introduction, with the latest examples, such as the Ultra Fine Accuracy 9RB2, able to keep accurate time to within 20 seconds per year. These are the movements that offer another view into the future of watchmaking — one that will undoubtedly be led, in some way shape or form, by Seiko.



Seiko Prospex LX U.S. Special
Edition Ref. SNR058



CHAPTER 2

The Prospex Collection

A shorthand portmanteau derived from “Professional Specification,” the Prospex Collection is home to Seiko’s serious sports and professional-oriented tool watches. Though the Prospex name is a more recent convention, first used in 2001, its roots reach far back into the brand’s own history. Given that the line tends to be most commonly associated with ruggedly specced dive watches today, many assume that the collection kicks off with Seiko’s first iconic diver – what’s known as the 62MAS (ref. 6217-8000/8001) launched in 1965 – the entire shift into the performance category goes back a little further still.

Really, the 1959 launch of the Laurel Alpinist was a significant milestone, serving as a turning point in the Japanese brand’s history. It was the first ‘Sports Watch,’ or at least the ancestor of performance watches, for Seiko. Like all great watch designs, it was created with a purpose in mind. The Alpinist was geared up to take on the great outdoors with Japanese mountain climbers. This watch was a watershed moment for Seiko, which was still establishing itself as the premier Japanese watchmaker and a brand that could compete on the world stage. This expanded the brand’s scope beyond chronometric precision into performance-oriented territory.

That being said, the 62MAS diver was where the brand took its rugged specs underwater, and it is foundational to the line’s dive watch and tool watch legacy, which still guides the philosophy today. Interestingly, the Prospex name was first used by the brand, not with a diver, but with the launch of the Prospex Sky Professional in 2001 – which was a rugged, ana-digi Pilot watch, complete with stopwatch functionality and an inner slide rule bezel. Throughout the early 2000s, Seiko expanded the naming convention across many different types of sports and performance pieces, with the family becoming more and more established and varied throughout the 2010s. In 2019, Seiko would double down on the line, adding it to its premium, Luxe-tier offerings with the Prospex LX. As it stands, Seiko has divided its now expansive Prospex collection into five key categories, which we’ll dive into further below.

Marinemaster



Marinemaster SBDX001 (2001)

We'll start off with what serves as Seiko's flagship (though, importantly, not its only) dive-performance sub-collection within the larger Prospex umbrella, the Marinemaster. The name began being used by the brand around the year 1999, though the execution of the Marinemaster has dramatically changed over time. The first model to be dubbed the Marinemaster was the Quartz SBCN005 (aka, the Transocean). A year later, in 2000, the Marinemaster SBDX001 was released, boasting 300 meters of water resistance and no helium escape valve. The Marinemaster family would continue in production until about 2018, when it began to disappear in favor of the larger Prospex family. But about five years later, the Marinemaster would come back in the form of this collection. Currently, the two key lines within the Prospex Marinemaster both nod to the brand's mid-20th-century diving roots, a detail that's baked right into the product range: the Marinemaster 1965 Diver's Modern Reinterpretation and the Marinemaster 1968 Heritage Diver's watch.



Seiko Prospex Marinemaster
1965 Diver's Modern
Reinterpretation Ref. SJE101



Seiko Prospex Marinemaster
1965 Diver's Modern
Reinterpretation Ref. SJE101

Launched in 2023, the Marinemaster 1965 Diver's Modern Reinterpretation notably pivoted the diving line in a more premium direction. Seiko also scaled down the previously large diver proportions into more wearable, GADA territory in turn, shrinking the previous 44mm diameter down to the ideal 39.5mm with a 12.3mm profile – though the watch did lose a little robustness with its 200 meters of water resistance vs. the previous generation's 300 meters. Still, you can see nods to the 62MAS design inspiration carried throughout, largely through its rectangular indices and handset, and Seiko has boosted the luxurious look and feel of the watch itself to justify its current “Luxe” positioning. This section of the line utilizes Seiko's “slimline” 6L movement with the 6L37 automatic caliber, which pays close attention to shock resistance and durability. This is Seiko's thinnest mechanical movement yet, measuring 3.69mm thick, and operating at 4 Hz with a 45-hour power reserve and daily accuracy of +15/-10 seconds.

A year later in 2024, Seiko followed up the Marinemaster's return with another sub-family, the aforementioned Marinemaster 1968 Heritage Diver's Watch. These models brought the Marinemaster ethos closer to its traditional roots, going for the more classic, larger 42.6mm case size and returning the water resistance to its previously established 300 meters. Still positioned within the brand's "Luxe" tier, the SLA077 and SLA079 were the first to kick off this new chapter of the Marinemaster and go for the caliber 8L35 under the hood – another 4 Hz movement with a power reserve of 50 hours and +15/-10 seconds daily accuracy. As of 2026, Seiko added an additional core model to the line with the HBF001, which upgrades the bezel insert to ceramic and the automatic caliber to the 8L45, with a weekend-proof 72-hour power reserve and accuracy of +10/-5 seconds daily.



Seiko Prospex Marinemaster 1968 Heritage Diver's Watch
Ref. SLA077



Seiko Prospex Marinemaster 1968 Heritage Diver's Watch
Ref. HBF001



Seiko Prospex Marinemaster 1965 Diver's
Modern Reinterpretation Ref. SJE101

Land

The Land corner of the Prospex world is where you'll find one of the brand's most beloved fan-favorites – the Alpinist series, which is a modern reimagining of Seiko's first tool watch, though it can be traced even further back than that. Really, we can trace the line all the way to 1913's Seiko Laurel; the Alpinist name entered the Seiko lineup in 1959 with the Laurel Alpinist, a mountaineering watch that established design cues still in use today. After disappearing from the catalog, the Alpinist returned as the JDM SARB017 launched in 2006, with its quirky styling drafting the blueprint for today's cult favorite.

2020 was a big year for the Alpinist, and this was the moment it was ushered into the larger Prospex collection family with the SPB121 (hence the reason it is in this chapter). The mix of the performance specs with its quirky cathedral handset and green and gold color palette has made it an enduring, albeit surprising, collector favorite. This year also saw the introduction of the notably bezel-less "Baby" Alpinists, kicked off with references SPB155, SPB157, SPB159. Compared to traditional Alpinist siblings, the omission of the internal compass bezel presents a cleaner dial, and the removal of the additional crown at 4 o'clock and crown guards has reduced the case size to a diameter of 38 mm with a lug-to-lug of 46 mm.



Seiko Prospex "Baby" Alpinist Ref. SPB157



Seiko Prospex Alpinist Ref. SPB507



Seiko Prospex Alpinist GMT
Ref. SPB379

The brand has expanded the Alpinist collection considerably since 2020, adding mechanical GMT options in 2023, powered by Seiko's 6R54 automatic GMT movement. Recently, Seiko also introduced a trio of updated Alpinists, including the teal-dial bracelet SPB503, the black-dial bracelet SPB505, and a model eerily close to the beloved SPB121, the SPB507, which shared its green dial paired with a brown reptilian-style strap. These latest models measure 39.5mm in diameter with a slightly reduced case height of 12.7mm (though, when we tried to reproduce this case height finding ourselves, we found it closer to 12.85mm thick), and add the premium Super Hard coating for the case and bracelet that upgrades these models to the brand's Luxe tier.



Seiko Prospex Alpinist Ref. SPB503



Seiko Prospex Alpinist Ref. SPB505

Additionally, these models shift to the automatic caliber 6R55 (the successor to the 6R35), which adds a gold-toned rotor along with the Alpinist insignia on the exhibition caseback over the Seiko Prospex one. Additionally, the Alpinist family includes models, like the SPB249, which go for a more obviously vintage-inspired aesthetic, bringing in the mountain-shaped hour markers seen on 1959 models.

Sea

This is the sub-family where pretty much all divers, aside from the current Marinemaster, are positioned. The origin story of this section, like all Seiko divers, rests with the 1965 62MAS, but this is the place where all the other iconic dive designs (i.e., the ones that have received nicknames from collectors) live in their contemporary forms. This is where you'll find Seiko making references to offshoots of the round, cushioned case "Turtle," the angular, sharply faceted "Samurai," the oversized, somewhat organically rounded "Sumo," the visually aggressive yet compact "Monster," and the compact, circular "Tuna" (don't worry, we'll get more into the nitty-gritty of these icons in further chapters).

Importantly, the "Sea" branch of the Prospex collection includes both mechanical and quartz options, whereas the Marinemaster sub-family is exclusively mechanical. In the brand's lower tier, this is where you'll find many of the brand's ladies-oriented divers as well, typically utilizing the "SUR" prefix in their references, which are dive watches scaled down to petite 34mm dimensions, paired with colorful dials and quartz-powered movements like the 6N22, all while maintaining 200 meters of water resistance. Seiko's "Luxe" Tier end of the Prospex Sea sub-family, the brand offers an array of Dive GMT options as well, which, to make matters just a bit more complicated, includes the Prospex 1968 Heritage Diver's GMT, which is not technically a Marinemaster, though its name is quite close to those models (same heritage year and all).



Seiko Prospex 1965 Heritage
Diver's Watch Ref. SPB453

Seiko Prospex Automatic
Diver Ref. SRPL11

The Sea end of the Prospex collection is, of course, also where you'll find limited edition tributes to Seiko's longstanding partnership with PADI, or the Professional Association of Diving Instructors. The brand takes its diving chops seriously and, historically, even helped establish the standard for dive watches with both the International Standards Organization, or ISO, and the JIS, Japan Industrial Standards. In 2026, the duo recently celebrated the 60th anniversary of their collaboration with the HBB002 limited edition, which pairs the "Turtle" case shape with PADI's signature globe motif.



Seiko Prospex Diver's Watch PADI 60th Anniversary
Limited Edition Ref. HBB002

Speedtimer

The Speedtimer name dates back to the early days of development for automatic chronographs in the industry in the late 1960s and early 1970s, when Seiko was one of the trailblazers of the era. Though the 1964 became Seiko's, and Japan's, first mechanical chronograph, the first automatic, and the first to use the Speedtimer name, launched in 1969 and was powered by the brand's trailblazing Caliber 6139, which was among the first automatic chronographs to combine a column wheel and a vertical clutch. The modern Speedtimer, as we know it today, entered the Prospex collection in 2021.



Original "Panda" Dial Chronograph (1969)



Seiko Prospex
SpeedTimer SSC961



Seiko Prospex Speedtimer
Ref. SSC913



Seiko Prospex Speedtimer Solar Chronograph
Ref. SSC965



Seiko Prospex Speedtimer Solar Chronograph
Ref. SSC963

While Seiko introduced both mechanical and solar-quartz-powered options in this first lineup, surprisingly, the solar-quartz models have proven to be the fan-favorite models in the bunch. This is somewhat at odds with what you'd typically expect from the enthusiast community, but the classic looks, convenience, 100-meter depth rating, and near-Goldilocks proportions of the much-beloved (and recently discontinued) Speedtimer SSC813 ultimately won over solar skeptics. The SSC813 legacy was followed up by three models that were set to walk in its footsteps, offering a nearly identical wearing experience with their 39mm diameter, 13.3mm case height, and 45.5mm lug-to-lug. Still powered by Seiko's Solar Quartz V192 movement, the trio of new references includes the classic white panda SSC961, alongside the pink-hued SSC963 and mint colored SSC965.

There are still plenty of mechanical chronograph Speedtimer models in the brand's base tier, including the "Pepsi" colored SSC913, but the Speedtimer family extends into Seiko's premium "Luxe" tier as well. At this end of the brand's repertoire, Seiko seems to channel the vintage appeal of its chronograph history a little more, as in the case of bicompass mechanical chronograph models like the SRQ039 and non-chronograph Speedtimer Mechanical models like the SPB513, all while adding luxury touches like super-hard coating. Additionally, solar models extend to the luxe tier of the Speedtimer, like the Speedtimer GPS Solar Dual-Time Chronograph, which features time zone adjustment to 39 time zones alongside chronograph functionality.

LX

Even within Seiko's own "Luxe" Tier, the LX sub-family of the Prospex collection is where the brand pulls out all the stops in the sports watch category. Launching as a sub-category in its own right in 2019, we can rightfully consider the LX the pinnacle of the Prospex collection. The use of Spring Drive movements serves as the backbone of LX models, along with premium-level finishing details and the use of high-end materials, like titanium, with a super-hard coating for boosted resilience. This is the point where Seiko seriously puts the "Luxury" in the sports-luxury genre.

Performance divers, with water resistance typically going up to 300 meters, along with Dive GMT models, make up the brunt of the current LX offering. This sub-family is also dominated by special editions (though the brand rarely states how many units of each will be made), like the popular SNR058 that launched at the tail end of 2025, which enthusiasts have fittingly nicknamed the "root beer" for its brown and rose gold-toned color palette. Currently, the Spring Drive 5R66 Caliber is Seiko's go-to movement for this line, which uses a combination of a Tri-Synchro Regulator and proprietary Spron mainspring, effectively uniting a 30-jewel automatic movement with a quartz regulator for impressive accuracy of ± 1 second per day, or roughly ± 15 seconds per month.



Seiko Prospex LX U.S. Special
Edition Ref. SNR058



CHAPTER 3

The Presage
Collection

Seiko Presage Cocktail Time Ref. SRPE41

While the “Presage” name was first utilized by Seiko on a relatively small run of watches throughout the 1960s, the contemporary Presage collection now represents a dedicated pillar within Seiko’s expansive portfolio, one entirely committed to mechanical watchmaking and preserving traditional Japanese artistry. While other collections focus heavily on extreme sports performance or quartz precision, the Presage family exists as a sanctuary for classic horology, focusing on heritage-inspired design and sophisticated dial architecture.

Long before its international debut, the collection grew out of Seiko’s rich Japanese Domestic Market (JDM) heritage, earning a cult following among watch enthusiasts for its rare, high-value mechanical dress designs. The pivotal moment in the collection’s history, however, occurred in 2016 when Seiko restructured its vast portfolio, resurrecting the Presage nomenclature for a major global launch. The directive was clear from the beginning. The Presage collection would stand apart from other sports-oriented makes, focusing heavily on mechanical calibers and generally eschewing quartz, while leaving room for elite Spring Drive exceptions. This global rollout united several pre-existing dress watch families under one cohesive umbrella.

The language of the Presage collection is best understood as a dialogue between Seiko's historical milestones and its use of contemporary engineering. The collection prioritizes balanced proportions, refined textures, and supreme legibility. Moreover, rather than producing direct replicas of heritage models, Presage uses historical touchpoints as a foundational canvas, building around them with modern influences. For instance, the collection often references the 1913 Laurel, which was Japan's very first mechanical wristwatch. Similarly, the "Style 60's" sub-family draws direct inspiration from the 1964 Crown Chronograph – Japan's first chronograph wristwatch. Meanwhile, the vibrant "Cocktail Time" series forms the entry point for many collectors, delivering deeply textured, stamped gradient dials inspired by Japanese mixology.

A completely modern pillar of the collection, the Sharp Edge Series employs a dynamic mix of contemporary and traditional Japanese aesthetics, moving away from the classical dress watch designs in favor of crisp, angular case geometry paired with an Asanoha (hemp leaf) stamped dial motif.



Seiko Presage Sharp
Edge Ref. SPB167

The Presage Cocktail Time Series

In its relatively short tenure on the international market, Seiko's Presage "Cocktail Time" watches have already established themselves in the minds of many enthusiasts as one of the watch industry's very best value prospects in the realm of automatic dress watches — boasting in-house movements, high-end finishing, and the colorful dials that lend them their nicknames, each inspired by concoctions from Japan's world-famous high-end cocktail bars.

Seiko served up the first round of its "Cocktail Time" watches exclusively to customers in Japan. The first of these "JDM" (Japan Domestic Market) models debuted in 2010 and carried the Reference number SARB065. Now discontinued (and accordingly in high demand by collectors), this watch and its siblings, the SARB066 and SARB068, featured 40mm cases in stainless steel, which were fairly thick at 13.3mm high. The movement inside the cases was Seiko's Caliber 6R15, with bidirectional automatic winding, a 50-hour power reserve, and an impressive resistance to magnetic fields of 4,800 A/m.



Seiko Presage Cocktail Time Ref. SSK037



Seiko Presage Cocktail Time
"Matcha" Ref. SRPF41



Presage Cocktail Time Star
Bar Edition Ref. SRPK93

Unlike the many Presage models that followed, the originals were not nicknamed after specific cocktail concoctions but simply for different styles: the SARB065 with its ice-blue dial was “Cool,” the SARB066 with a pale, cream-colored dial was “Dry,” and the reddish-brown dial of the SARB068 made it “Sweet.” Despite the very similar reference numbers, the dials of this original trio differed in aspects beyond their colors: the “Cool” is the most direct antecedent of the Presage models, with its simple diamond shaped hour markers; the “Dry” added stylized Roman numerals at 12 and 6 o’clock whose shapes called to mind cocktail shakers and martini glasses (a bit on the nose); and the “Sweet” added big, curvy Arabic numerals at 12, 3, 6, and 9 (the date numeral in the 3 o’clock window looks particularly awkward as it impinges on the larger numeral 3, a rare design misstep for Seiko). Nevertheless, these JDM references are all quite desirable to collectors today, and their success in Japan spawned the more “international” Presage models we see today.

The first Cocktail Time watches drew inspiration from a very specific source, namely Japan’s “top bartender,” Ishigaki Shinobu, who contributed to their design. The second wave of Presage Cocktail Time models, unveiled toward the end of 2017, continues that spirit with dials meant to evoke — rather than international classics like the martini and margarita — a pair of specialty cocktails invented by Japanese master mixologist Hisashi Kishi for his Star Bar in Tokyo’s world-famous Ginza district. Both are offered in a three-hand-date and a small-seconds/power reserve version, and both are notable for their dials, which depart from the established radiating textured finish in favor of a cloudy, fizzy motif that calls to mind the froth of a freshly shaken cocktail. The “Starlight” models (SRPC01, SSA361) feature a dark blue colorway inspired by Kishi’s award-winning, eponymous cocktail that resembles a starry night sky. The “Sakura Fubuki” watches, with their subtly textured, pink-tinted dials, take their cue from a cocktail that mixes gin with sweet sake and tops it off with floating grains of malted rice on its surface, calling to mind freshly fallen cherry blossoms (sakura in Japanese). The Star Bar editions, both limited editions aimed at the Japanese market, opened up the floodgates to other special limited editions in subsequent years.

The Craftsmanship Series

Perhaps even more beguiling is the Presage Craftsmanship Series, situated within the Seiko Luxe Tier, which elevates the collection into the realm of fine art. This tier is defined by its hand-wrought dials that are executed using centuries-old Japanese techniques and materials, including Arita Porcelain, Enamel, and Urushi Lacquer, all of which are made possible thanks to a special partnership between the brand and traditional master artisans. As you can imagine, the tolerances required for mechanical watchmaking at this level are even stricter.

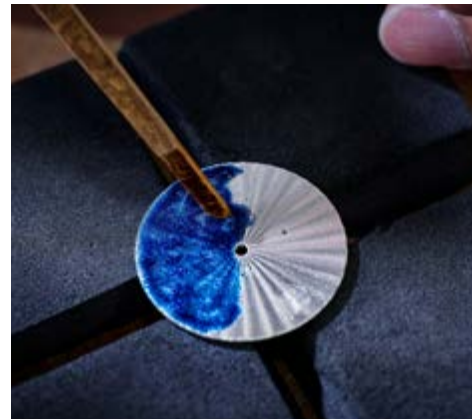


Seiko Presage Craftsmanship SPB537



Seiko Presage
Craftsmanship Ref. SPB537

Similarly, Shippo enamel, distinguished by its vibrant translucency, is executed in partnership with the Ando Cloisonné studio in Nagoya, an institution founded in 1880. To achieve this type of dial, a lead-free, translucent enamel is repeatedly applied and fired over a dial base stamped with an intricate guilloché pattern before being rigorously hand-polished to achieve a perfectly flat surface.



The Shippo enamel process by master craftsman Wataru Totani

While the dials command immediate visual attention, the mechanical purity of the Presage collection is equally paramount. Seiko restricts the collection to mechanical movements to reinforce its positioning as the home of the traditionalist's watch. The series is powered by a tiered range of in-house calibers. Entry-level models frequently utilise the reliable 6R series, while the most mechanically complex offerings deploy the elite 8R fleet of calibers. This series of chronograph movements is distinguished by their use of a column wheel to govern the chronograph's start, stop, and reset functions. Such a mechanism yields a crisp, precise pusher feel, paired with a vertical clutch system that ensures the chronograph seconds hand engages instantly without the visible "jump" commonly seen in horizontal clutch layouts.

Ultimately, a complete understanding of the Seiko Presage collection requires looking beyond the basic specifications and, instead, viewing the series as a curation of some of Seiko's finest craftsmanship and mechanical independence. Presage offers a rare timekeeping experience, whether that is found in the infinite depth of an Urushi lacquer dial, the brilliance of Arita porcelain, or the precision of a vertical clutch chronograph, representing a space where ancient Japanese decorative arts and mechanical intelligence form part of the wider Seiko story.



Seiko Luxe SPB115
Enamel Brown



CHAPTER 4

The Seiko 5 Sports Collection

Among the most continuously popular offerings within the Seiko Universe, which, for many enthusiasts, serves as the gateway into mechanical watchmaking, writ large, is undoubtedly the Seiko 5 Sports collection. The Seiko 5 watch series traces its roots all the way back to 1963, when the Japanese mega-brand introduced the original Seiko Sportsmatic 5, a groundbreaking timepiece that ushered in the emblematic “five attributes” that define the vast collection today. These five pillars are broken down as follows: automatic movements, day/date displays in a single window, water resistance, a recessed crown at 4 o’clock, and a case and bracelet made of durable materials.



Seiko 5 Sportsmatic (1963)

Seiko 5 watches still adhere to those five principles initially laid out more than half a century ago while still retaining the famously inexpensive price points that have made them so desirable — from under \$100 to the neighborhood of \$500 for the more exclusive editions. Seiko 5 watches — rebranded in the collection's relaunch in 2019 as Seiko 5 Sports, despite offering this diversity of styles — have a worldwide fan following, with many JDM (Japan Direct Market) models highly sought after by American collectors due to their scarcity. Stylistically, the watches run the gamut from dress pieces to field watches to divers, with all kinds of variations in between (the current shorthand descriptions are Sense, Specialist, Sports, Suits, and Street).

Given the vastness of the Seiko 5 Sports collection's range, we'll be breaking down the collection into shorthand categories below. It's important to note that these sub-groups are more of an enthusiast-focused organizational system to break up the line, rather than one that the brand itself utilizes.



Seiko 5 Sports Field
GMT Ref. SSK059

DiveKX

Again, important to note that the moniker “DiveKX” is ultimately an informal one for this range within the 5 Sports collection; these models were rolled out as the poster children for the larger rebrand in 2019. Aesthetically, these divers harken back to the now-discontinued SKX line, with prices that have now stabilized largely in the low \$200 price point. While these models fall short of ISO compliance, the case shape remains, and the color range has been vastly expanded. Additionally, these unveiled a newer generation of movements with the 4R36. The initial lineup has grown by leaps and bounds, with new variants coming all the time, including 38mm versions for smaller wrists echoing more of the SKX013 by comparison.



Seiko 5 Sports Ref. SRPD55

5KX

The models widely referred to as '5KX' are essentially a downsized take on the DiveKX that keeps the SKX case profile, while adapting it to a more everyday size. These watches are among the brand's best sellers due to their everyday versatility and the wide range of variants offered. The elapsed time diving bezel has been removed, and the case now measures a tidy 40mm by 44.6mm in length, but retains the Seiko highlights that draw enthusiasts to the larger collection in the first place, including the 4R36 movement, 100 meters of water resistance, day/date display, and that torchlike Lumibrite keeping things legible when the lights go down.



Seiko 5 Sports Ref. SRPE53

Seiko 5 Sports
Ref. SRPE51

SSK GMTs

While the DiveKX and 5KX may have kicked things off for the Seiko 5 Sports range, the SSK GMT was nothing short of a revolution upon its release in 2022, not only for Seiko, but for the entire landscape of watchmaking and for the affordability of GMT movements. Up until this moment, mechanical GMTs were the domain of far pricier watches, most often Swiss, but these watches debuted the 4R34, an automatic movement that not only broke the \$1,000 barrier but also brought the price below \$500. The initial three variants were SSK001, 003, and 005, becoming smash hits, with a trio of sequels being unveiled in each of the following two years. In addition, in 2024, the collection of GMTs also expanded to include the SSK023 and 025, which are field GMTs that deviate from the bicolor rotating bezels of the original line concept.



Seiko 5 Sports SKX Series
GMT Ref. SSK003

Field

What is oftentimes overlooked is that Seiko has a longer history of producing field and explorer watches than they do dive watches. Sure, this is partially a byproduct of the slower evolution of professional diving by comparison, but it still supports the case that field watch styling is an important pillar of Seiko design and a long-standing rite of passage in many watch collectors' journeys. Shortly after the update to the sports lineup, Seiko released the SRPG27 field that followed conventional forms with some new updates. The case came in at a wearable 39.4mm, a simple, legible dial layout, crown position at 3, and the use of the 4R series of calibers. In 2023, the collection expanded to include another series of sizes at 36.4mm, with the SRPJ, a faithful, scaled-down version of the initial 5 Sports Field release.



Seiko 5 Sports Field
Ref. SRPG27

Pilot

Though technically speaking, Seiko does not outright categorize any watches in the 5 Sports collection as “Pilot’s Watches,” there are enough models (typically within the SRPH range of references) that exude an aviation theme to break it up into a category of its own, though they are technically classified within the field lineup. These models resemble the former fan favorite SNK8 series of 7S26-powered Seiko 5s, now with updated dimensions, movement, crown position, and water resistance. Key details that lean more into the Pilot’s watch category enough to differentiate them from the crowd are that they have entirely different dials; further, they simply share many characteristics with pilot watches. You have the navigator orientation of Arabic minute markers sitting large on the outside of the dial while hours sit on the interior, and there is the use of an orientation triangle at 12.



Seiko 5 Sports Field Ref. SRPH31

Seiko 5 Sports Field
Ref. SRPJ87



Seiko 5 Sports X Rowing Blazers X Wind Vintage Refs. SRPM19 & SRPM21

SNXS Reboot

While the beloved SNXS range within the larger Seiko 5 history has now been discontinued, the spirit of the line can still be found within the contemporary 5 Sports collection. Launching in 2024 and (somewhat ironically) utilizing the reference prefix of SRPK, this series serves as the brand's EDC (Everyday Carry) reimagining of the SNXS design. The rounded, cushion-esque case design makes its retro-70s inspiration clear, boosted by its vintage-appropriate 37.4mm diameter and color palettes, as well as the signature recessed crown at four o'clock. Though these watches are some of the most elegant pieces within the larger collection, they still maintain 100 meters of water resistance and are powered by the workhorse 4R36 automatic caliber.

Seiko 5 Sports SNXS
Series Ref. SRPK87

Special Editions

Despite their very accessible price points, Seiko 5 Sports watches include a number of highly collectible, enthusiast-favorite pieces, including early models like the hefty “Bottlecap” (Ref. SRPC65) and “Sea Urchin (SNZF17) dive watches; the SNKE01K1 “Explorer” and SRPD53K1 “Pepsi,” both evocative of classic Rolex models; and the colorful “Speed Racer” Ref. SNKK27, with a dashboard-inspired dial nicknamed for the popular Japanese animé character.

Today, the 5 Sport series has expanded to include a well-received, value-oriented series of GMT models and a number of high-profile collaborative special editions, celebrating Japanese athletes like skateboarder Yuri Horigome and pop cultural phenomena like the Street Fighter video game series and the manga series Naruto. In 2026, notable models include the ref. SRPM09 reimagination of the 1970s-era Seiko Time Sonar made in collaboration with the skate style brand HUF (fittingly, in the streetwear brand’s signature green), and the Refs. SRPM19 & SRPM21 duo of watches inspired by the 1969 5 Sports Rally Diver, created in partnership with Rowing Blazers and Wind Vintage.



Seiko x HUF 5 Sports Field Limited Edition Ref. SRPM09



Seiko 5 Sports X Rowing Blazers X Wind Vintage Refs. SRPM19 & SRPM21



CHAPTER 5

King Seiko

By the middle of the 20th Century, Seiko was an established powerhouse of watchmaking, developing technical innovations that it still uses today, including the Diashock shock-absorption system and the Magic Lever escapement. By 1960, about a decade before Seiko made its most historic contribution to the watch industry, the first quartz movements, the company was ready to challenge the best watchmakers from Switzerland in the arena of high-end luxury. The firm's two factories, Suwa Seikosha in Nagano Prefecture and Daini Seikosha in Tokyo, were tasked with creating a wristwatch that could rival the best coming out of Switzerland in terms of accuracy, build, and beauty.

In 1961, Seiko introduced the first King Seiko watches, developed in the Daini Seikosha factory and positioned as the pinnacle of Japanese watchmaking at the time. The original King Seiko (Ref. J14102) had a 35mm or 36mm gold-filled or gold-plated case, a manually wound 25-jewel movement, a silver sunburst dial with sharply faceted indexes, and sharp Dauphine or sword-shaped hands. The snap-on caseback featured the debut of the now-familiar King Seiko "shield" emblem, with a cross, crown, and three diamonds arranged on a vertically striped background. The stainless steel versions of this model debuted a year later, in 1962, and both these original references were produced until 1964. The next generation of King Seiko emerged in 1965, with the technical upgrade of a hacking seconds function, courtesy of the manually winding, 25-jewel Caliber 44A; this classic model is known as the King Seiko KSK, the initials derived from the Japanese phrase "kisei-tsuki," meaning "hacking seconds." Following up that watch in 1969 — the same year that Seiko shook up the industry with the introduction of the game-changing Quartz Astron models — was the 45KCM edition, which introduced a cushion-shaped case with broad, mirror-polished flanks, and the manually wound Caliber 45, which took the King Seiko's already impressive precision to another level with its 36,000-vph beat rate.

Then came the 1970s, an era of radical experimentation in the watch industry, in case shapes, design elements and colorways. In 1972, the King Seiko line veered away from the round, traditionally dressy models that had defined it for its first decade and leaned into the bolder sport-luxury aesthetic pioneered by Swiss watches like the Audemars Piguet Royal Oak. The original King Seiko Vanac debuted that year, and it was defined by avant-garde elements rarely seen on a Seiko watch, like its angular, blocky, bezel-less case, faceted crystal over the dial, and dial colorways that embraced bright, unconventional hues, some with textures and gradient effects. To this day, no one seems quite sure what the name “Vanac” actually meant at the time, but this would be one of several details that would be updated when Seiko relaunched the watch for 21st-century audiences more than 50 years later.



King Seiko Ref. J14102 (1961)

King Seiko VANAC
Ref HFK002



First, however, came the return to the market of the elegantly understated King Seiko KSK of 1965 — more specifically, a neo-vintage re-edition of that legendary timepiece, refined and updated for modern audiences. The watch, Ref. SJE083, was limited to 3,000 pieces and issued in late 2020 as one of several timepieces commemorating the Japanese brand's 140th anniversary. The stainless steel case measured 38.1mm in diameter and 11.4mm thick, just slightly larger than the original, with a box-shaped sapphire crystal in the front and a golden medallion with the King Seiko shield on the back. Inside, Seiko installed the automatic Hi-Beat Caliber 6L35, with a 45-hour power reserve. Among the model's modern refinements were the sunburst-motif dial with sharply faceted indexes and the mirror-finished Zaratsu polishing on the case and lugs. Despite debuting during the COVID-19 pandemic, the King Seiko limited edition was an unqualified success and ushered in the full-fledged return of King Seiko to the permanent Seiko collection two years later.

The new, standalone King Seiko family, which joined the high-end “Seiko Luxe” tier of the Seiko portfolio in 2022, kicked off with five core references, all based on the same cult-classic, 1960s KSK reference that had inspired the limited edition. They differ from the limited edition in several subtle but significant areas: the cases measure a more vintage-faithful 37mm in diameter (albeit a bit thicker, at 12.1mm) and contain an automatic movement, Caliber 6R31/35, that is considered more “mid-tier” than the ultra-premium 6L35 (3Hz rather than 4Hz frequency) but packs more power reserve (70 hours). The 37mm watches also eliminate the date window on the 2020 limited edition and boast an increased water resistance of 100 meters. While the SJE083 debuted on a dressy, black crocodile strap, the newer models (with reference numbers prefixed with SPB) are delivered on a sporty and very retro-chic seven-link steel bracelet.

In 2024, another 1960s classic joined the revived King Seiko family when the Japanese watchmaker unveiled the KS1969 series, which takes its inspiration from the cushion-shaped 45KCM models of (you guessed it) 1969. Reimagined for a contemporary audience, the KS1969 models feature a multi-row steel bracelet, an array of mirror-polished and brushed finishes on their curving surfaces, and very wearable dimensions of 39.4mm in diameter and 9.9mm thick. These timepieces also house the automatic Caliber 6L35, and each features an eye-catching dial inspired by Japan's landscape and history: silver, calling to mind the shining Tokyo cityscape; green, representing the island nation's plentiful natural greenery; and "Edo purple," a traditional Japanese color from the Edo period of shoguns and samurai, and still found today in textiles and Kabuki theater.

While many enthusiasts appreciated (and continue to appreciate) these luxurious timepieces and the horological purity that they represent, some longtime fans of King Seiko were clamoring for a return to the bold brashness of the 1970s VANAC models, and in 2025, Seiko delivered. In this newest iteration, VANAC has an official acronym: Vibrant case design, Active lifestyle, Novel dial ring, Alternative dial design, Comfortable bracelet. The initial re-release in 2025 comprised five watches, all featuring a modern version of the angular, sharply faceted case that appears to be carved from a single block of metal. The VANAC case measures 41mm in diameter and 14.3mm thick, with a mostly hairline-brushed finish across its surfaces and an essentially bezel-free design with a slightly domed sapphire crystal. The most noteworthy addition that separates the new VANAC from its vintage forebears is its new, smoothly integrated steel bracelet, whose combination of mirror-polished and hairline-brushed links gives it a character that's just a bit different from the many other such bracelets populating this always-expanding sport-luxury realm.



King Seiko VANAC Refs.
SLA083 & HKF002



The modern VANAC dials carry on the 1970s tradition of daring colors but with a distinctly Japanese theme: each one is designed to evoke some aspect of Tokyo's famous urban horizon, specifically different times of day in the skies above Tokyo: navy blue for midnight, silver for sunrise, purple for twilight, et cetera. The success of the stainless steel King Seiko VANAC models paved the way for an even sportier iteration of the revitalized '70s icon the following year: three new models that use lightweight, corrosion-resistant titanium for their cases and bracelets. These titanium models also expand the palette of colors, as well as adopt an even more energetic "urban" textural motif on their dials — a melding of horizontal lines with radial lines from the center, meant to evoke the dynamism of driving on a Tokyo highway toward the city's skyline. Here, the colors are purple, gray, and black — representing the horizon at dawn, the austere beauty of the highway itself, and the vistas of a night drive through Tokyo, respectively.



CHAPTER 6

The Astron Collection

Among today's Seiko watch models and collections, it's fair to say that the Seiko Astron remains somewhat underrated within the brand's sweeping catalog. But what the Astron lacks in current hype, it more than makes up for in its legacy. A substantial case can be made that the Astron — at least, the first watch to bear that name, way back at the collection's inception in 1969 — is the most important watch of the 20th Century. The first watch to hit the market with a quartz movement, the Seiko Astron was a game-changer for the entire watch industry, with an impact that is still being felt today. When Seiko revived the Astron in 2012 after a long hiatus, it was with the recognition that the model represented a quantum leap in watchmaking technology and the determination to take it to the next level. Seiko has fulfilled that promise with subsequent editions of the modern Astron, which brought GPS technology into watchmaking much as the original brought quartz.

The Race To Quartz Innovation

Japan's Suwa Seikosha and K.Hattori & Co. — the two companies that make up today's Seiko — had initiated their "59A Project," which kicked off in 1959 and laid the foundation for quartz movement technology. The core concept was a watch movement powered by a 1.5V battery charge through a rapidly vibrating quartz crystal. Seiko's engineers optimized the idea for mass production with their development of a photolithographic process to make the crystals using hydrofluoric acid, and then by suspending them in a shock-proof vacuum capsule and controlling their temperature via a thermo-variable condenser. Seiko introduced the technology in a tabletop clock, called the Crystal Chronometer, in 1963, the first of several such clocks that would go on to win chronometry prizes in their category at the Neuchâtel Observatory competition. Seiko put its Crystal Chronometer clocks to the test in 1964, at the Olympic Games in Tokyo, for which the brand had been chosen as official timekeeper.



Seiko Quartz Crystal Chronometer (1963)



Seiko Astron
Grey SSH163



From the beginning, Seiko intended to adapt the new technology for use in wristwatches. The first step came in 1967, with the Suwa Seikosha quartz pocket watch, another Neuchâtel Observatory chronometry prize winner. The challenge Seiko's engineers faced, and ultimately solved before any of its competitors, was the size and power consumption of the electric motor that turned the quartz crystal's oscillations into motive power for the hands. Seiko's ingenious solution — which involved a space-saving redesign of the stator and rotor and the development of a six-pole stepper motor that required only one electrical pulse per second to rotate 60 degrees around the main motor — made the invention viable for use in the smaller confines of a wristwatch case. By 1968, Shoji Hattori, then president of Seiko, ceased all other parallel projects, such as the one focusing on an Accutron-like tuning fork system, to concentrate on miniaturizing and optimizing the company's quartz-driven movement.

While the Swiss can take justifiable pride in producing the world's first watches with a quartz movement, it was Japan's Seiko that released the first such watch to the market — a game-changing move that truly changed the watch industry forever. Seiko called its watch the Astron 35SQ and released it on Christmas Day — December 25, 1969. The watch's movement, Caliber 35A, differed from the mechanical movements that had traditionally powered wristwatches, which store their energy in a wound mainspring inside a barrel and release it through a complex series of gears to move the hands. Seiko's movement instead derived its power from a small electrical charge provided by a battery, which then passed through an integrated circuit that applied the charge to a tiny tuning-fork-shaped quartz crystal — rather than an actual tuning fork, as in the Accutron.

The incredibly high rate of that crystal's vibration dwarfed that of a mechanical movement (32,768 times per second, as opposed to the 3 or 4 times per second offered by most mechanical oscillators), driving the seconds hand only once per second with the aid of a tiny motor, conserving energy and ensuring an accuracy of just ± 5 seconds per month. In a move that might seem peculiar in hindsight, the first commercial quartz wristwatch, the one that would usher in a never-before-seen level of democratization of pricing for watches, was decidedly luxurious in its trappings: the cushion-shaped case was made of yellow gold and priced at 450,000 yen, or about \$1,250 — at the time, about the same price you'd pay for a Toyota Corolla. It was Hattori himself who dubbed the model “Astron” — a name that evoked the Space Race era in which it was conceived.

Mass production of the Astron's quartz movement began almost immediately after its Yuletide debut, in 1970, and to say that it had an impact on the watchmaking world at large would be a huge understatement. Seiko started installing quartz movements throughout its lineup, and other watchmakers, like Japan's Citizen and Casio and the U.S.A.'s Timex, would also start releasing quartz watches. Traditional Swiss watch companies, which still dominated the industry but were notoriously slow to embrace this new technology — with a few notable exceptions, such as Longines — faced not only economic headwinds but downright extinction. Throughout the late 1970s and 1980s, quartz watches — many of them made in Japan or other Asian countries — dominated the worldwide marketplace, offering customers greater accuracy at a fraction of the price that they would have paid for a mechanical watch. However, the Astron model itself — the “Patient Zero” of the quartz watch's viral popularity, if you will — ceased production less than a year after its historic debut. The space-age name would not resurface for nearly 40 years.



Seiko Astron Refs.
SSH107 & HAB001

The 21st Century Astron Revival

If the original Astron represented a quantum leap in horological high technology in 1969, the revival of the model in 2012 was another statement piece from Seiko, as the first analog wristwatch equipped with a solar-powered movement capable of receiving signals from GPS (global positioning system) satellites and instantly adjusting to any time zone on Earth. From a technology perspective, this combination of features set the new-generation Astron apart from other light-powered timepieces, and also from so-called “Radio-Controlled” watches, which receive time signals only when in range of terrestrial atomic clocks. With the push of a button on the case, the Astron’s wearer could change the local time by synching the watch’s built-in antenna with GPS signals, and adjust for Daylight Saving Time with another button push. The time transmitted by these signals is incredibly accurate and reliable — losing one second approximately every 100,000 years — and the movement could be charged constantly, no battery changes required, as long as it was regularly exposed to sunlight — or any light, really.



Seiko Astron SSH161



Seiko Astron SSH107

As with the creation of the original Quartz Astron, Seiko needed to confront the challenges posed by the power consumption of a watch movement that could pick up satellite signals (up to 300 times the amount of power required to pick up such signals from radio towers). Despite the impressive miniaturization achieved with the design of its Caliber 7X52, the original Astron SSE003 was still pretty big: 47mm in diameter and 16.5mm thick, with a titanium case, a black dial, and either a rubber strap or titanium bracelet. The price started at \$2,300 — not as prohibitively expensive as the first Quartz Astron, but certainly on the higher end for a Seiko. As it has always done with new innovations, Seiko continued to refine the Solar GPS movement in ensuing years.

In 2014, Seiko added chronograph functionality in the next generation of Astron, the 8X series, equipped with the new 8X82 caliber, which incorporated a smaller GPS antenna and enabled a reduction of the case size by 30 percent — to 44.6mm in diameter and 13.3mm thick. Additionally, Seiko improved the solar cell in the dial for greater light penetration to allow for a greater variety of dial colors. A non-chronograph version with the same streamlined dimensions also hit the market.

Four years later, another version of the Astron emerged, called the 5X series and now boasting an even more compact case size of 42.9mm (12.2mm thick) — smaller than many of Seiko's popular dive watches and now able to claim the title of the world's thinnest GPS-equipped watch. A limited edition of 2,000 pieces, this model also introduced a buckle with a new, button-operated adjustment system. Following it up in the 5X series were the first titanium-cased models (Ref. SSH063). An improvement in the reception performance of the movement, Caliber 5X53, enabled a further streamlining in the design, with the large, ring-shaped antenna under the dial replaced by a centimeter-square "patch" antenna. Clearly, Seiko was striving with every subsequent version for the sweet spot between cutting-edge tech and wearability.

But Seiko still wasn't done. The 3X series of the Astron arrived just a year later, in 2019, with an even higher level of efficiency — the antenna was now redesigned so that its components were distributed in a single layer across one plate — and an even smaller case diameter of 40mm. That same year, of course, marked the Astron's 50th birthday. Seiko celebrated the milestone with a special edition that, for lack of a better description, reimagined the 1969 original as if it had been made in the modern era, with access to 21st-Century Seiko's cutting-edge GPS technology. Limited to just 50 pieces, its 40.9mm barrel-shaped case was made of gold, like the original's, and featured a decorative hand-carved motif on its surface. Its movement, the Solar-powered, GPS-equipped Caliber 3X22, was the slimmest one yet to be installed in a watch case, allowing the watch to maintain a period-appropriate thickness of just over 12mm. Perhaps inevitably, this extremely limited, precious-metal-cased homage edition also replicated the car-equivalent price of its ancestor, about \$35,000.



1969 Quartz Astron 50th
Anniversary Limited Edition



Even more recently, the Seiko brand celebrated its 100th anniversary in 2024 and marked the occasion with an all-new Astron movement, Caliber 5X83, the first solar-powered GPS-equipped movement that combined a dual-time function with a chronograph. The release of this new, more complicated version of the Astron sent a strong message to any remaining doubters, who may have dismissed the original GPS Solar Watch in 2012 as a trend, a gimmick, or a niche product with limited appeal: in contrast to its groundbreaking but short-lived 1969 predecessor, this Astron is its own distinct product family that is likely to be here for the foreseeable future, with seemingly endless capacity for expansion.

When the original Seiko Astron debuted in 1969 — a pivotal year for the watch industry in many respects, from the birth of quartz, to the debut of the first self-winding chronograph movements, to the Omega Speedmaster's epochal journey to the moon — its now-famous promotional line, attributed to Shoji Hattori himself, was, "Someday all watches will be made this way." In hindsight, that prognostication has not proven entirely accurate, even for Seiko itself. But the technological revolution that the Seiko Astron heralded has continued apace in the 21st Century. The Astron opened the door not only for all of the affordable quartz watches you see today but also for innovations like GPS, radio-controlled atomic timekeeping, solar battery charging, Seiko's own quartz/mechanical hybrid Spring Drive technology, and even the myriad functions of today's smartwatches. More than half a century after the Astron's Christmas Day debut, its importance in the annals of watchmaking is more evident than ever.



Seiko Astron SSH107



CHAPTER 7

The Icons

When a watch gets its own enthusiast-driven nickname, or when people can recite reference numbers by heart, it's safe to say that the piece has entered the hallowed halls of watch icon status. While we've already broken down the significance of the original Laurel, as well as the revolutionary Astron quartz, in this chapter, we're breaking down other icons within the brand's history that we haven't covered in depth quite yet. Organized chronologically, this is the chapter where you'll find the most lauded watches in Seiko's historical archive: discontinued watches that collectors still look for evidence of in everything the brand has released subsequently, along with a few reinterpretations in more modern memory (though, as a caveat, some of those have been quietly phased out as well, as the brand is currently undergoing a major phasing out of the 6R35 caliber in favor of the upgraded 6R55, amongst other things). While Seiko's contemporary repertoire is dynamic and constantly changing, the following models serve as pillars of the brand's identity.

62MAS – 1965

At the time of its introduction in 1965, the Seiko 62MAS was the first dive watch to ever come out of Japan. Featuring a deep grey dial with luminous, trapezoidal indices, a unidirectional dive bezel in black, and a date window at three o'clock, the 62MAS was water-resistant to 150 meters and actually accompanied members of the Japanese Antarctic Research Expedition from 1966 to 1969. The introduction of this watch forever changed the course of the brand's history and set forth the momentum for Seiko to create alternative dive watches that cast the mold for the decades to follow. The legend of the 62MAS endures well into the brand's catalog today, with Seiko often making references to its tide-changing model. One could very well argue that the 62MAS is the blueprint of Seiko divers.

Though there is no shortage of current Seiko divers that share 62MAS DNA, there are a number of models that pay an even more direct homage to its first diver, as in the case of the Prospex SPB453 1965 Heritage Diver's watch, which launched in 2024, along with similarly named models in the Marinemaster family.



Seiko Prospex 1965 Heritage Diver's Watch Ref. SPB453 (2024)



Seiko 62MAS Diver (1965)

The “Captain Willard” – 1968



Seiko Prospex SPB183 (2020)

Released back in 1968 and produced until the late '70s, the Seiko 6105 diver got its widely accepted nickname from a silver-screen appearance, prominently featured on the wrist of Martin Sheen in his role as Captain Benjamin L. Willard in Francis Ford Coppola's *Apocalypse Now*. In addition to its on-screen fame, this watch was, technically, Seiko's second production dive watch, following closely on the heels of the 62MAS. Aesthetically, the Willard diver was a product of its time, with its oblong, cushion-shaped case, and was at the forefront of the quest to offer sporty, versatile dive watches that could handle a plunge in the deep (up to 150 meters), but also versatile enough for daily wear, neatly aligning with the evolving style of the times. Produced from 1968-1977, the original “Captain Willard” went in a more unconventional design direction compared with Seiko's first diver, not only for its large case dimensions, measuring 44mm wide (sans crown) with a 47.5mm lug-to-lug, but also with its asymmetrical case design, positioning the crown at four o'clock. After the 6105 diver was shelved in favor of an updated design by the brand, its successor would (spoiler alert) become another among the brand's icons in its own right.



Seiko 6105 “Captain Willard” (1968)

The “Pogue” – 1969

One of the original Speedtimers, Seiko’s “Pogue” Chronograph, defined by its yellow sunray dial and Pepsi bicolor bezel, is as interesting to look at as its historical and astronomical significance is impactful. Though it was never officially approved or issued by NASA, Colonel William Pogue actually wore a 6139-6005 Seiko on his left wrist while aboard the NASA Skylab 4 mission, making it the first-ever automatic chronograph watch to make it to space. Since rattling off its lengthy reference number doesn’t exactly roll off the tongue, enthusiasts have commonly adopted the name of the astronaut who popularized it. Aside from its vibrant colors and astronaut connections, importantly, the original Pogue played a key role in Seiko’s move toward automatic chronograph watches and was packed with the brand’s first-ever automatic chronograph caliber, the Seiko Caliber 6139.

While Seiko has never made a truly faithful, 1:1 recreation of the original Pogue, the brand has, here in the 21st century, made homages to its iconic chronograph, typically leaning on the vibrant, quirky color palette to make its connection obvious. This was the case of the Seiko Prospex Speedtimer SSC847, which channeled the Pogue spirit and style into the form of the thoroughly modern Speedtimer Solar Chronograph.



Seiko Prospex Speedtimer Ref. SSC847 (2024)



Seiko “Pogue” Speedtimer
Ref. 6139-6005 (1969)

The “Tuna” – 1975

Since the landmark release of the 62MAS, Seiko quickly began doubling down on its tool watch options, and in 1975, the brand debuted one of its most aesthetically bold divers yet. As the story goes, the brand received a letter in the mail from a saturation diver from Kuro City in 1968, detailing his need for a diver that could hold up to saturated environments (as helium-filled divers had an issue with losing their crystals under these conditions). Making a solution for this complaint would be years in the making, but Seiko took this request seriously. In 1975, the first iteration of what we now lovingly know as the “Tuna” (Ref. 6159-7010) hit the scene, nicknamed after its resemblance to a can of tuna, made for serious saturation diving, cleverly employing an L-Shaped gasket and a monocoque titanium case, along with a cylindrical protective shroud, to be able to survive saturation dives up to a whopping 600 meters. Arguably more tool than watch, this thing was huge – 51mm in diameter — and it can’t be underestimated how massive it must have seemed at the time.



Seiko “Tuna” Diver (1975)



“Golden Tuna” Quartz Diver
Ref. 7549-7009 (1978)

Just three years later, Seiko would refine its “Tuna,” making a bold move to quartz, replacing the automatic movement that was used in the first round. At this time, it’s important to note that quartz movements, especially in the global context of watchmaking, were still the new kid on the block at this time, and therefore not necessarily associated with the cost-effectiveness we think of today. Still, the first quartz “Tuna” (ref. 7549-7009) also got its own nickname, the “Golden Tuna,” for its use of a nitrate-plated titanium inner case, which has a characteristically golden hue. In the years since, the brand has frequently revamped its Tuna design, and it represents a major pillar in the brand’s diving history, reinventing the mold of the very shape of a dive watch completely. Of course, the brand has reimagined its Tuna to be slightly smaller, but the quintessential DNA, largely the unique case design from which its nickname derives, is always present, with modern descendants typically being presented in the Prospex collection.



“Golden Tuna” Quartz Diver Ref. 7549-7009 (1978)



Seiko "Turtle" (1978)

The "Turtle" – 1976

Throughout the latter half of the 20th century, Seiko continued to prove that it was unafraid to break conventions, especially when it came to its divers. One of its most off-the-wall and yet most enduringly popular designs is the original "Turtle" — aka, Ref. 6306 and 6309 — which made its debut in 1976. The former reference was made exclusively for the Japanese market (and thus, vintage examples are much rarer and more valuable), and the latter was sold to international customers. The reptilian nickname derived from the watches' cushion-shaped cases with softly rounded lugs, which brought to mind the silhouette of a turtle when viewed from above. The reference numbers for the watches essentially matched those of their automatic movements — Caliber 6306A, which included hacking seconds, and Caliber 6309A, which did not. We can clearly see the influences of the aforementioned "Willard" here, to which many design signatures of the Turtle can be traced back: the cushion case and crown at four. Still, the Turtle's case is comparatively more rounded and more symmetrical, which would ultimately pay off in the wearing experience while still offering protection for the recessed crown.



Seiko "Turtle" (1978)



Seiko Prospex Ref.
SRPE93 (2021)

One key ingredient that led to the enduring success of the Turtle (with its initial production running up until 1988, but shortly replaced by similar successors) was its versatile appeal. Its 150 meters of water resistance was still suitable for diving needs, but not as robust as the Tuna. Though it was still large for the time, with its diameter close to 45mm, it was still an accessible enough design that led many other types of adventurers in its direction, as well as quite a suite of celebrities, including the Rolling Stones' Mick Jagger and Don Felder from the Eagles. As the demand for vintage-inspired, historically significant divers has grown drastically in recent years among the enthusiast community, Seiko began ushering models that called upon its Turtle into its modern Prospex collection, beginning with a revival in 2016 across several models (the closest being the SRP777), powered by the 4R36 caliber. Another recent, fan-favorite example of the modern Turtle was the Prospex Ref. SRPE93 has been undergoing one of Seiko's quiet phase-outs over the past year or so, but nonetheless serves as a benchmark for the modern Turtle legacy. At the time of writing, the Prospex SRPE05 (also called the "King Turtle") released in early 2020 is another contemporary example of this, though time will tell if this model will get the SRPE93 treatment, as the brand is in a near-constant cycle of introducing updates across its staple collections.



Seiko Prospex SRPE05 "King Turtle" (2020)

The “Arnie” – 1982

That watch was the Seiko Ref. H558-5000, introduced by Seiko in 1982. Coming in at nearly 46mm in diameter, it's a direct descendant of the aforementioned “Tuna” family of dive watches. Though the “Arnie” nickname is derived from its on-screen appearance on Arnold Schwarzenegger's wrist in the 1985 film *Commando* (and again in 1987's *Predator*), the watch was actually somewhat historic before it gained a measure of silver-screen fame.

It was the first dive watch with an analog-digital display that incorporated both a chronograph and an alarm. It was also noteworthy for its hybrid-like design, not only combining a digital readout with analog hands on the dial but also covering the majority of the stainless-steel case in a plastic “shroud” for extra durability and shock resistance. It was water-resistant to 150 meters and boasted two of the go-to features we associate with serious dive watches: a unidirectional ratcheting bezel and a screw-down crown. Seiko had always intended the H558 models (the quartz movement inside them was also called Caliber H558) to be used for serious outdoor adventuring; it was tested to extreme temperatures from -40° C to +60° C, and worn on military missions and to the top of Mount Everest, as well as on expeditions to both the North and South Poles. Though the robust build and analog-digital display were revived with the Prospex



Seiko Ref. H558-5000 (1982)

SKX007 – 1996

On to a Seiko icon from more recent history, the SKX007 launched in 1996, arriving on the scene in the sub-\$1,000 price bracket with an in-house Seiko caliber. So popular that enthusiasts just call it by its prefix letters, the SKX007 (and similar models from its generation) presented itself as a value king in the world of horology from the jump. Notably, this watch was dive-ready in a serious way, as it complied with the ISO6425 guidelines, which defined how a watch could be called a dive watch. There are few countries that are not ISO member nations, so this distinction would have been very crucial to real divers at the time, especially considering 1996 may have still boasted recreational and pro divers who didn't rely entirely on a dive computer.



Seiko SKX007



Seiko SKX007

The case of the SKX measures 42.5mm in diameter (this is when measuring the case from 2 o'clock to 8 o'clock) and boasts a bezel measuring around 41mm. A fairly compact 45.5mm lug-to-lug and the visual real estate occupied by the bezel make the watch wear significantly smaller than that diameter might indicate – more in the 40.5mm to 41mm range. It is relatively tall, at 13.3mm, taking into account the flat mineral crystal, though the organically sloping case sides aid in breaking up the visual perception of thickness, and are actually quite elevated when it comes to a watch of this price. The legacy of the SKX is more than just its value, something that has changed since its discontinuation. It's the fact that it comes from a lineage of Seiko dive watches that began as affordable and remained affordable throughout its entire production, which reigned until it was discontinued in 2019. While the SKX legacy is carried into the current 5 Sports collection in the quite obvious 'SKX' series. However, given the steadily rising prices of the SKX007 on the secondary market since its phasing out, it's safe to say that enthusiasts haven't gotten over it quite yet.

The “Monster” – 2000

Continuing on to 21st-century icons, the origin story of the “Monster” begins in the year 2000 with the first pair of Japan-only editions debuting in black (SKX779) and orange (SKX781) as part of the Seiko SKX family. At the time these hit the scene, these divers were a dramatic aesthetic departure from the brand’s already successful lines of divers, like the more classic models in the fan-favorite SKX series – the SKX007 and SKX009 already being entry-level icons. Convention-defying in their aesthetic, these watches were unlike anything else on the market at the time. The almost aggressive design language with its dramatically knurled bezel, hulking, tooth-like indices, and stubby lugs all earned these watches their enthusiast nickname, and were ultimately performance-driven choices given their dive-oriented nature.



Seiko “Monster” First Generation Ref. SKX781



Seiko First Generation
“Monster” Ref. SKX779



Seiko “Monster” Fourth
Generation Ref. SRPD25

Despite its jarring appearance, the first Seiko monster was ultimately quite well-proportioned and wearable. Even with that crazy bezel, the original models were 42.5mm across (47.5mm lug-to-lug) with a profile of 12.5mm, which is not too shabby at all for a diver water-resistant to 200 meters. As a little comparison, the SKX009 had the same 42.5mm diameter, but a slightly higher case height of 13.25mm. After its initial Japan-only debut, the Monster began to gain traction in international markets, garnering a cult-like interest among enthusiasts and collectors clamoring to get their paws on this wild Seiko for themselves. Though the brand has introduced revisions of its “Monster” since its introduction, which include refining its ergonomics, playing with the lugs, and changing up its on-paper wearing dimensions, what defines the Monster is, ultimately, a certain visual brashness.

The “Samurai” – 2004

Entering the chat in 2004 as a set of JDM Prospex divers, what collectors have dubbed “The Samurai” for its almost armor-like appearance. Initially launching with four distinct references under the Prospex umbrella (SBDA001, SBDA002, SBDA003, and SBDA005), these watches were visually sharp in nearly every detail. A far departure from the roundness of the Turtle, the Samurai boasted sharply faceted surfaces and angular lugs, a very architectural case, and highly geometric hour markers with oversized sword-shaped hands. Enthusiasts connected this move to almost aggressive visual sharpness with historical Samurai armor, hence its widely accepted nickname.



Seiko Prospex “Samurai” Ref. SBDA001 (2004)



Seiko Prospex
“Samurai” Ref. SRPL11

Seiko Prospex "Samurai"
Ref. SRPL11

There are two distinct eras of the Samurai: its initial 2004–2008 production run, and its follow-up released in 2017. As the models faded from Seiko's catalog, demand only increased with scarcity, and many enthusiasts were turning to the grey market to scratch their Samurai itch. In 2017, the brand unleashed the second generation of what we know as the Samurai, but with pretty major changes. First off, the wearing dimensions shifted. These watches now measured 41.6mm wide and 12.6mm thick, with a 49mm lug-to-lug height compared to the 43.8mm-wide and 13.4mm-thick case of the previous iteration. True, the lug-to-lug for the new model is a bit taller than the 47mm of the old model, but the lugs are slimmer and taper down in a way that compensates for this. In reality, we find this generation of the Samurai to wear smaller than all of its specs suggest. The water resistance remains 200 meters, but this second generation also switches to the 4R35 movement under the hood. Though a part of the brand's more recent history, the visual uniqueness of the "Samurai" has earned its spot as an icon from the brand, albeit a recent one, in its own right.



Seiko Presage Cocktail
Time GMT SSK037

Afterword

BY DANNY MILTON

We hope that, having turned through the pages of this book and having experienced the expansiveness of Seiko's collection, you walked away with a better understanding of the brand's full scope as it stands today.

There are myriad books focused on the Seiko of yesteryear, but we really wanted this to be something of a definitive snapshot of Seiko's modern offering as it stands in this very moment. We will very likely return to this year after year to update that snapshot, but we sought to make this a document of its time that can be referenced by collectors years from now.

As the content leader here at Teddy Baldassarre, I have to tip my cap to our absolutely incredible team of writers and editors as well as our photographers who capture watches in a way nobody else in the industry can. I feel as lucky to work with this team as I am to be able to put out this book with their names attached to it.

The world of Seiko is complex and quite literally full of watches, so we hope this guide served you well for whatever purpose brought you here to read it.

Appendix

CURRENT SEIKO REFERENCES FROM KEY
COLLECTIONS AS OF SEPTEMBER 2026.

PROSPEX

SUR618 Sea Series Ladies	SRPE93 Automatic Diver
SUR595 Sea Series Ladies	SFJ007 Speedtimer Solar Chronograph (Limited Edition)
SUR597 Sea Series Ladies	SFJ005 Speedtimer Solar Chronograph (Limited Edition)
SUR605 Sea Series Ladies	
SUR607 Sea Series Ladies	SSC965 Speedtimer Solar Chronograph
SUR608 Sea Series Ladies	SSC963 Speedtimer Solar Chronograph
SRPL53 PADI Automatic Diver	SUR622 Sea Series Ladies
SRPL51 Automatic Diver	SUR620 Sea Series Ladies
SRPL11 Samurai Automatic Diver	SRPL13 Samurai Automatic Diver
SRPE33 Prospex Special Edition	SRPL15 Automatic Diver
SRPE37 Automatic Diver	SRPJ93 PADI Special Edition
SPB117 Alpinist	SRPF03 Automatic Diver
SPB249 Alpinist	SPB210 Alpinist
SRPK01 PADI Special Edition	SPB155 Alpinist 1959 Sports
SRPE05 Automatic Diver	Watch Reinterpretation
SRPF77 (Manta Ray Special Edition)	SRPL81 Jaws Limited Edition

SRPE99 Automatic Diver	SNR057 LX (US Special Edition)
PADI Special Edition	SNR055 LX (US Special Edition)
SRPG57 Special Edition	SNR053 LX (US Special Edition)
SRPE27 Prospex PADI Special Edition	SNR051 LX (US Special Edition)
SEIKO LUXE	SNR033 LX
HBF002 Marinemaster	SNR029 LX
Jamestic Limited Edition	SNR025 LX
HBF001 Marinemaster 1968	SLA081 Marinemaster Professional (Limited Edition)
Heritage Divers Watch	SRQ057 Speedtimer Mechanical Chronograph (Limited Edition)
HBC005 (Limited Edition)	SRQ055 Speedtimer Mechanical Chronograph
HBC001 1968 Heritage Diver’s GMT	SPB517 Speedtimer Mechanical Datsun (Limited Edition)
HBC002 1968 Heritage Diver’s GMT	SPB515 Speedtimer Mechanical
SRQ059 (Limited Edition)	SPB513 Speedtimer Mechanical
SPB545 1965 Diver’s Heritage (Limited Edition)	SRQ051 Speedtimer Mechanical Chronograph
SNR058 LX “Rootbeer” (US Special Edition)	

SRQ047 Speedtimer
Mechanical Chronograph

SRQ053 Speedtimer
Mechanical Chronograph

SRQ049 Speedtimer Mechanical
Chronograph (Limited Edition)

SRQ045 Speedtimer Mechanical
Chronograph (Limited Edition)

SRQ043 Speedtimer
Mechanical Chronograph

SRQ037 Speedtimer
Mechanical Chronograph

SRQ039 Speedtimer
Mechanical Chronograph

SJE117 Marinemaster 1965
Heritage Diver's Watch

SJE119 Marinemaster 1965
Heritage Diver's Watch

SJE099 Marinemaster 1965
Heritage Diver's Watch

SJE101 Marinemaster 1965
Heritage Diver's Watch

SLA066 1965 Heritage
Diver's Limited Edition

SPB511 Diver's 60th Anniversary
Limited Edition

SPB501 Heritage Diver's
PADI Special Edition

SPB451 1965 Heritage Diver's Watch

SPB453 1965 Heritage Diver's Watch

SPB419 US Special Edition

SPB421 US Special Edition

SPB423 US Special Edition

SLA077 Marinemaster 1968 Heritage

SLA079 Marinemaster 1968 Heritage

SLA075 1968 Heritage
Diver's Special Edition

SPB509 Diver's 60th Anniversary
Limited Edition

SPB519 1968 Heritage Diver's GMT

SPB477 1968 Heritage Diver's
GMT (US Limited Edition)

SPB381 1968 Heritage Diver's GMT

SPB383 1968 Heritage Diver's GMT

SPB301 1970 Heritage Diver's Save
The Ocean (Special Edition)

SPB261 Built For Ice Diver's
(US Special Edition)

SPB263 Built For Ice Diver's
(US Special Edition)

SPB265 Built For Ice Diver's
(US Special Edition)

SPB357 (US Special Edition)

SPB349 (US Special Edition)

SPB351 (US Special Edition)

SPB353 (US Special Edition)

SSH165 Speedtimer GPS Solar
Dual-Time Chronograph

SSH167 Speedtimer GPS Solar
Dual-Time Chronograph

SSH169 100th Anniversary
Limited Edition

SPB503 Alpinist

SPB507 Alpinist

SPB377 Alpinist GMT

SPB379 Alpinist GMT

SPB481 Automatic Diver's Watch

SPB483 Automatic Diver's Watch

SPB485 Automatic Diver's Watch

SPB315 Automatic Diver's Watch

SPB317 Automatic Diver's Watch

SPB323 Automatic Diver's Watch

SPB177 Built For The Ice Diver
(US Special Edition)

PRESAGE

SRPL61 Cocktail Time

SRPL63 Cocktail Time

SRPL64 Cocktail Time

SRE017 Cocktail Time

SRE018 Cocktail Time

SRE020 Cocktail Time

SRE007 Cocktail Time

SRPB43 Cocktail Time

SRPB46 Cocktail Time

SRP841 Cocktail Time

SRPL73 Style60s

SRPL75 Style60s

SRPL07 Style60s

SRPL09 Style 60s

SRPG03 Style 60s

SRPF53

SSK037 Cocktail Time GMT

SSK039 Cocktail Time GMT

SSK041 Cocktail Time GMT

SRPK48 (US Special Edition)	HCC008 Classic Series (Limited Edition)	SPB447 Urushi Lacquer GMT	SRPK18 (US Special Edition)
SRPK46 (US Special Edition)	HCC007 Enamel (Limited Edition)	SPB403 Craftsmanship Series Enamel	SRPD51
SRPK15 Cocktail Time	HCC004 (Limited Edition)	SPB495 Craftsmanship Series Enamel	SRPD59
SSA459 Cocktail Time	SPB537 Classic Craftsmanship Series	SPB221 Sharp Edged GMT	SRPD79
SRE009 Cocktail Time	SPB538 (Limited Edition)	SPB225 Sharp Edged GMT	SRPG27
SRE010 Cocktail Time	SPB463 Classic Series	SEIKO 5 SPORTS	SRPG29
SRPE41 Cocktail Time	SPB525 Classic Series		SRPG41
SRPE43 Cocktail Time	SPB529 (Limited Edition)		SSK033 Sports Style GMT (Sold Out on Seiko)
SRPE45 Cocktail Time	SPB465 Classic Series		SSK035 Sports Style GMT
SRPE15 Cocktail Time	SPB467 Classic Series		SSK017 Sports Style GMT (US Special Edition)
SRPB77 Cocktail Time	SPB521 Classic Series	SSK019 SKX GMT (US Special Edition)	SSK001 Sports Style GMT
SRPB41 Cocktail Time	SPB523 Classic Series	SSK003 SKX Sports Style GMT	SSK005 Sports Style GMT
SRPD37 Cocktail Time	SPB524 Classic Series	SRPL85	SRPL83
SRP839 Cocktail Time	SPB478 Classic Series	SRPK71 (US Special Edition)	SSK023 Field GMT
SRPL71 Style60s	SPB480 Classic Series	SSK025 Field GMT	SRPK87 SNXS Series
SSK009 Style60s	SPB527 Classic Series	SRPL55 SNXS Series	SRPK89 SNXS Series
SSA425 Style60s	SPB469 Classic Series	SRPL57 SNXS Series	SRPK91 SNXS Series
SSK049 Cocktail Time GMT	SPB471 Classic Series	SRPL59 SNXS Series	SRPK99
SEIKO LUXE	SPB497 Classic Series Arita Porcelain Limited Edition	SRPK97	SRPL79
HCC001 Classic Series	SPB499 Classic Series Urushi Lacquer	SRPK22 (US Special Edition)	SRPL77 SKX
HCC002 Classic Series		SRPK20 (US Special Edition)	

SRPK29 SKX	SRPM07 Pink Panther Limited Edition	SJE083 (Limited Edition)	SSH159
SRPK31 SKX	SRPM21 Rowing Blazers Limited Edition	SJE089 SKS Modern Interpretation	SSH161
SRPK33 SKX	SRPM19 Rowing Blazers Limited Edition	SJE091 KSK Modern Interpretation	SSH163
SRPJ45 Time Sonar Tribute			SSJ029 (Limited Edition)
SRPD55	KING SEIKO	ASTRON	SSJ023
SRPD63	HKF001 Vanac	HAB003	SSJ013
SRPD65	HKF002 Vanac	HAB001	SSJ014
SRPD91	HKF003 Vanac	HAB004 145th Anniversary (Limited Edition)	
SRPD93	HKF004 Vanac (Limited Edition)	SSH187 (Limited Edition)	
SRPD95	SJE121 (Limited Edition)	SSJ039 (Limited Edition)	
SRPJ81 Field	SLA093 Vanac	SSH186 145th Anniversary Edition (Limited Edition)	
SRPJ85 Field	SLA095 Vanac	SSH175	
SRPH33 Field	SLA083 Vanac	SSJ037 (Limited Edition)	
SRPG31 Field	SLA085 Vanac	SSH185 (Limited Edition)	
SRPG35 Field	SLA087 Vanac	SSH183 (Limited Edition)	
SRPG37 Field	SJE109 KS 1969	SSH180 (Limited Edition)	
SRPG39 Field	SJE111 KS 1969	SSH177	
SRPE53	SJE113 KS 1969	SSH179	
SRPE57	SJE105 KSK Modern Interpretation	SSH153	
SRE003	SJE103 KSK Modern Interpretation	SSH155	
SRE004	SJE107 KSK Modern Interpretation		

T E D D Y

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