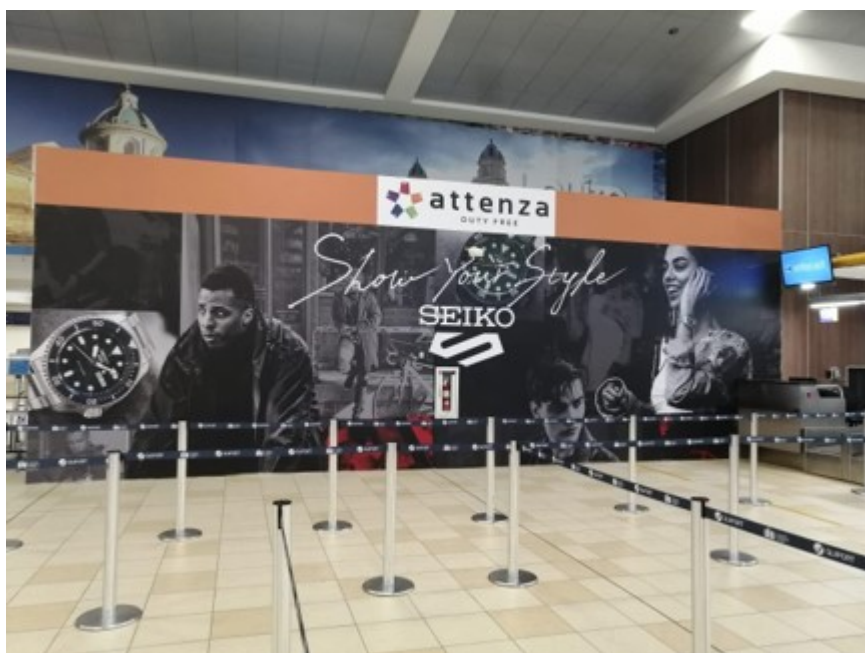


# Seiko available in Attenza duty free stores



The introduction of the brand to Attenza duty free took place at the same time as the release of Seiko's iconic collection: new Seiko 5 Sports

Master Franchisor Duty Free Dynamics (DFD) has launched Seiko watches in Attenza duty free of Columbia and Ecuador. The introduction of the brand took place at the same time as the release of Seiko's iconic collection: new Seiko 5 Sports.

Drawing inspiration from the five decades of Seiko 5 Sports' success, the design of the new collection is based on one of Seiko's most loved sports watches. Every single creation in the new collection shares an updated version of this celebrated case and all have the same arrow-shaped minute hands, distinctive hour markers and one-way rotating bezel.



Attenza duty free shops also have the following Seiko collections: Prospex (luxury timepieces for sports lovers) and Presage (a collection that combines a Japanese aesthetic sense with traditional craftsmanship).

Founded in 1881 by Kintaro Hattori, Seiko became the reference brand in terms of precision and confidence. By inventing the quartz watch, the brand revolutionized the world of watchmaking by opening new avenues such as the Kinetic watch (the first watch in the world to generate and save its own electricity).