

August 15, 2018

"balance" Series a New Addition to the "TASAKI TIMEPIECES" Premium Timepieces Collection by High-End Jeweller TASAKI

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is set to launch the "balance" series as a new addition to the "TASAKI TIMEPIECES" collection in August 2018.

"balance" is an iconic jewellery series from TASAKI whose fantastic popularity stems from minimalist, modern designs featuring pearls aligned upon straight bars of metal. Their inspiration is taken from balance balls.

The first premium timepieces in the "balance" series will start out with 17 models: nine for men and eight for ladies. The sharp, clean bars appear on the timepieces' lugs, while the finely balanced form creates harmony with the rounded casing. The timepieces, equipped with automatic movements, were developed in a partnership with Vaucher. The firm is a renowned *manufacture d'horlogerie*, a term that refers to the best of wristwatch manufactures in Switzerland, where the production of high-end wristwatches is a flourishing business.

The new items will be on exhibition at the "21st Mitsukoshi World Watch Fair" on the 7th floor of the main building at the Nihombashi Mitsukoshi Main Store (1-4-1 Nihombashi Muromachi, Chuo-ku, Tokyo) from Wednesday, August 15 to Monday, August 27. Beginning Thursday, September 13, these timepieces will be placed on floor B1 of the TASAKI Ginza Flagship Store (5-7-5 Ginza, Chuo-ku, Tokyo), in the "TASAKI TIMEPIECES Executive Salon", as well as at the TASAKI Hommachi Garden City Store (3-6-4 Hommachi, Chuo-ku, Osaka-shi, Osaka). The arrival of the new models will add yet more modernity and sophistication to "TASAKI TIMEPIECES".



"balance" ¥1,950,000 (* Prices are Tax excluded) © TASAKI

Press Contact: Nara, Tanaka, Kawamoto, Imura / TASAKI Communication Dept. AD/ PR

Tel: 03-3289-1184 E-mail: communicationdpt@tasaki.co.jp

TASAKI Customer Service: 0120-111-446 (Please use this number when providing information about TASAKI to your readers/viewers.)