

 **LORUS**

A Watch You Can Trust





PROMISE

DIFFERENCE

STORY

THE LORUS PROMISE

For over 42 years, the LORUS brand has brought high –value, quality quartz watches to the market. Tens of millions of people across the world have made LORUS their watch of choice and thanks to these consumers ‘loyalty to LORUS, the brand has developed an international reputation for solid, sensible and trustworthy timepieces.

As Lorus looks to the future, here is our promise:

Lorus watches will always be
“Designed to delight. Built to last.”

Lorus is a serious brand that always surprises with fresh ideas and never compromises on quality. And that’s a promise!



THE LORUS DIFFERENCE 1

In a world where new brands enter the market every week, it is re-assuring to know that not everything changes. For 42 years, LORUS has not wavered in its determination to deliver long-lasting delight to everyone who wears a LORUS watch. And, for 42 years, this philosophy has worked. Over 147 million LORUS watches have been sold in every continent and corner of the world.

THE LORUS DIFFERENCE 2

So what has made the Lorus difference?

Lorus is a global brand with a local collection. LORUS listens to its retail partners and to the public. We take what we learn and turn this local knowledge into the watches that each region and market wants.

Lorus is individual and for all. Boys, girls, sportsmen, sportswomen, office workers, deep sea divers. LORUS has styles for every life style, but the creativity of our in-house design team ensures that, for each type of buyer, LORUS offer a choice of delightful, unique and individualistic styles.

LORUS is passionate about quality. As a brand of SEIKO Watch Corporation, LORUS is guaranteed the impeccable quality that only the world's most advanced watch manufacturer can offer. Every aspect of every watch's production is controlled by engineers from SEIKO Watch Corporation.

THE LORUS STORY 1

When LORUS was launched in 1982, the landscape of the world watch market was very different. Quartz technology was still in its infancy, inexpensive watches were mainly digital or mechanical and consumers had not yet really developed the taste for a “wardrobe” of watches. LORUS was an overnight success as consumers found its combination of value, quality and reliability refreshing and irresistible, and throughout its early years of rapid growth, Lorus played a full part in shaping the development of the world watch market, by making the best quartz technology accessible to all.

THE LORUS STORY 1

From the very start, LORUS was an international brand, finding equal favor in Europe, the Americas and Australasia. During the past 42 years, over 147 million consumers right across the globe have trusted LORUS to delight and last.

Today, LORUS is available in over 53 countries. It has earned its place of one of the world's most trusted brand names in the hearts of watch lovers of all ages and all tastes.

GLOBAL NETWORK

North America Europe Africa Oceanic Asia



ALBANIA
ANDORRA
AUSTRALIA
AUSTRIA
AZERBAIJAN
BELGIUM
BOSNIA
BULGARIA
CANADA
CANARY ISLAND
CROATIA

CYPRUS
CZECH REPUBLIC
DENMARK
ESTONIA
FIJI
FRANCE
GEORGIA
GERMANY
GIBRALTAR
GREECE
HERZEGOVINA

HUNGARY
INDONESIA
IRELAND
ISRAEL
ITALY
KAZAKHSTAN
KOSOVO
LITHUANIA
LUXEMBOURG
MALTA
MONTENEGRO

NEDERLAND
NEW ZEALAND
NORWAY
PAPUA NEW GUINEA
POLAND
PORTUGAL
ROMANIA
S.AFRICA
SAUDI ARABIA
SERBIA
SLOVAKIA

SLOVENIA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UK
UZBEKISTAN
YEMEN
ZIMBABWE

THE LORUS
COLLECTION



THE LORUS COLLECTION



A wide range of choices for you and your customers to choose from.



Lorus. A watch you can trust.

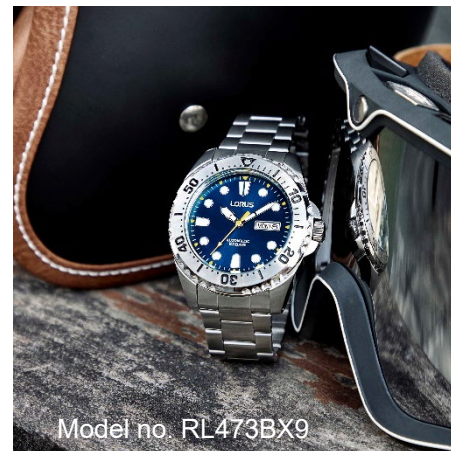
Lorus is a brand of Seiko Watch Corporation, one of the world's leading watchmakers with over 140 years of history and a strong reputation for quality, technology and innovation. Since its debut in 1982, Lorus has gained popularity and strong recognition all over the world, especially amongst discerning watch buyers looking for freshness of design, real tangible values, reliability and, most importantly, unbeatable quality at affordable prices. With this honest and unequivocal watchmaking philosophy as our core value, Lorus has earned its reputation as a watch you can trust.

THE SPORTS COLLECTION

Model no. RH387AX9



Model no. RZ513AX9



Model no. RL473BX9



Model no. RZ509AX9

EXPLORE THE FREEDOM OF ACTIVE SPORTY LIFESTYLE

*Style and performance for
the active and sporty
individuals*



The latest LORUS mechanical watch is an ideal choice for the environmental conscious individuals who champion for eco-friendly way of living, care about the well-being of nature and advocate for green energy and sustainable development. This authentic and minimalist marine-style diver design is appealing to those who aspire to an active, adventurous and sporty lifestyle. Featuring the popular Y676 caliber self-winding movement with its proprietary magic lever system which operates with fewer mechanical parts to shorten the overall winding time to enable a longer power reserve of 41 hours, enhancing functional efficiency and ease of use with minimal maintenance required. This new mechanical watch needs no battery replacement, embodies the ethos of clean energy and environmental protection in a compassionate manner. Housed in a 44mm diameter stainless steel case with a see-through case back, a bi-directional rotating bezel and a marine inspired green colour dial with contrasting second hand colour, this new design is reminiscent of the infinite vastness of the ocean and maritime atmosphere, making it the ideal timepiece for people who want to achieve a better work-life balance and at the same time enjoy a carefree and relaxing attitude towards life.

Model no. RL475BX9

THE SPORTS COLLECTION

THE HALLMARK OF DISTINCTION

A new signature in time made for performance and precision

The latest LORUS collection introduces a much anticipated solar chronograph which stays true to the core philosophy of the brand and witnessed our commitment in the pursuit of excellence in style, quality and performance. This signature model features an eco-friendly Caliber VR42 solar quartz movement powered by solar energy and ambient light, eliminating the need for battery replacement. This exciting new design combines quartz precision with inexhaustible power to deliver unrivalled performance and convenience for the active, outgoing and environmentally conscious individuals. Constructed in a 43.8mm diameter stainless steel case, this solar powered chronograph exudes a strong sense of masculinity with a distinctive sporty look, combining reliable functions with precise details to deliver a cool sense of style and dynamism in one solid manifestation. With a motor-sport inspired tachymeter scale bezel and multi-functional sub dials with power reserve indicator complimented by easy-to-read racing colour second hand and 24-hour hand, this intuitive design offers split-second precision at a glance. Available in five different models, this solar chronograph series is the best choice for people who enjoy the fun and thrill of an adrenaline filled lifestyle and to keep track of time under the most challenging conditions.

THE SPORTS COLLECTION



Model no. RZ503AX9

THE WOMEN COLLECTION



Model no. RG257XX9



Model no. RG266XX9



Model no. RG288XX9

TIME FOR SIMPLISTIC ELEGANCE

A refinement in style with understated sophistication

The 2024 LORUS women watch collection presents an exciting new range of watches characterized by simplicity, sophistication and contemporary fashion trend. The latest watch style is based on a minimalist design with a refreshing appearance, exuding a sense of delicacy with feminine grace and elegance. A highlight feature of this new watch is the stylishly fine pleated textured pattern dial, drawing on similarities between *haute horlogerie* and *haute couture*, embodying the inspiration of craftsmanship and meticulous design to reflect the confidence, independence and charm of today's style conscious women. This watch style is available with an icy blue or snowy white 3-hand dial, symmetrically inlaid with 4 sleek design marquise shape indexes at the quarter hour intervals and is further adorned with glittering powder indexes for added shine and shimmer. Housed in a 32mm diameter casing and augmented with an intricately weaved high grade multi-link braided stainless steel bracelet, this design is suitable for all seasons and is a versatile option and a perfect accessory that can easily add style to your fashion wardrobe, an enviable choice for women who want to spice up their life and always look elegant at all times.



Model no. RG261XX9

THE CLASSIC COLLECTION



EXPLORE THE FUN OF COOL URBAN ENERGY

An iconic inspiration for the young and sporty

The latest LORUS mechanical watch line-up introduces an exciting and much anticipated new timepiece inspired by the concept of *transparent tech* that has been popular ever since the mid-90s. This latest design recreates a genuine classic with a bold new interpretation, evoking a cool sense of metropolitan vibes that attracts the attention of the modern urban “get-goers” who are adventurous and constantly pursue a dynamic and active sporty lifestyle. Powered by the Caliber Y675 automatic mechanism that requires no battery changes and has a power reserve of 41 hours, this new design is a “greener” choice for people who care about the sustainability and the environment of our planet. Set in a stainless steel case with screw down see-through case back, the centerpiece of attraction is the translucent “skeletonized” colour tinted dial that subtly exposes the date disc and the intricate mechanical movement underneath. This new collection consists of six dial colour variations for different demand and purposes. The stainless steel bracelet with hairline finishing or genuine leather straps retains the look of an authentic design, but with a techno-style twist for those who prefer to look cool and play smart with a little difference from the ordinary.

*Model no.
RU401AX9*



THE URBAN
COLLECTION



REFINEMENT IN STYLE

The 2024 Urban Dress Collection Combines authentic design with a touch of modern simplicity. Smart and unpretentious the new timepieces are distinctively refreshing in look while being dependable in both function and quality. From chronograph to 3 hands designs, the new collection evokes a cool sense of urban vitality. A refinement in style you can trust.



Model no. RJ272BX9



Model no. RH917RX9



Communication

The Lorus theme

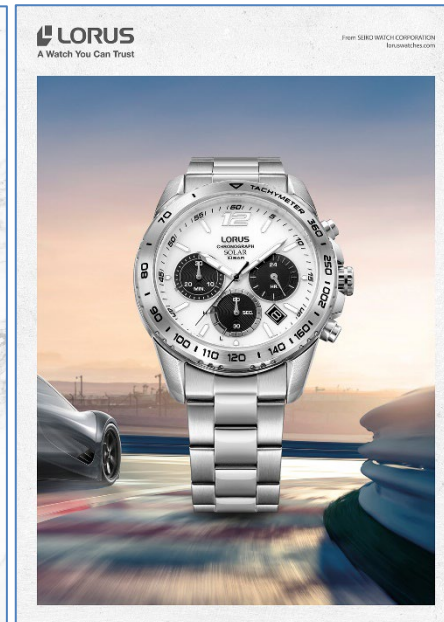
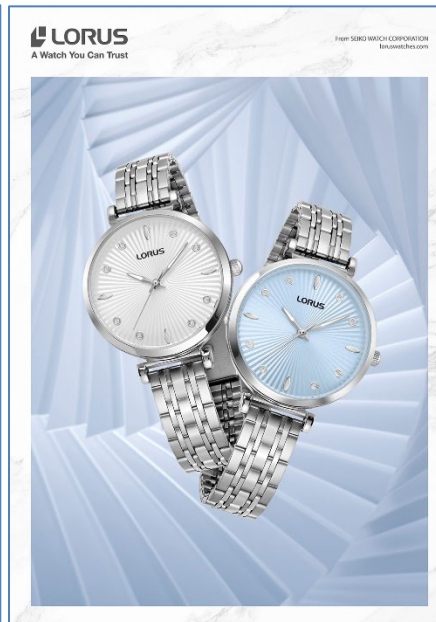
Lorus . A watch you can trust. A simple idea, but a big commitment from Lorus to the watch buyer. Lorus asks to be judged on quality, reliability and on the stature of the company that stands behind it. Nothing more, but most definitely nothing less.”



 **LORUS**

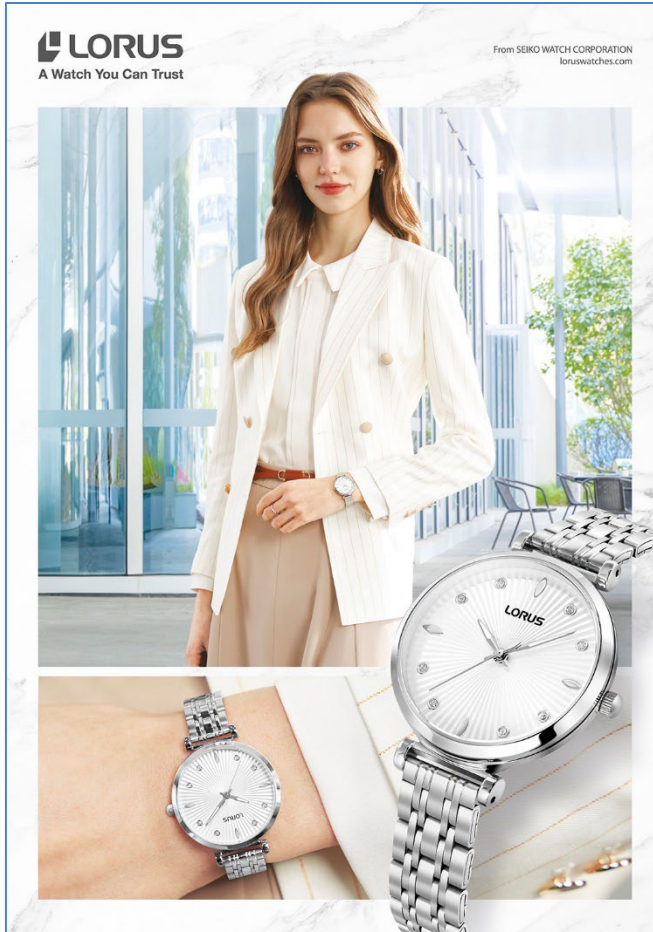
A Watch You Can Trust

The Lorus theme, “A Watch you can trust” is clear, honest and unequivocal. And the communication programme that promotes it is equally straightforward. The images depict situations where a trustworthy watch is adding to the quality of life and the discreet reference to Lorus’ heritage as a brand of Seiko Watch Corporation supports the promise.



Product ads

Communication Visuals





Lorus Boxes



Shopping Bag

Special Packaging



Special display for
PU collection



Special display for
Digital collection



Special display for
Summer collection



Special display for
Digital collection



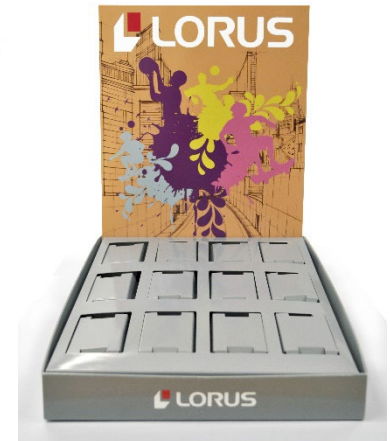
Special display for
Communion collection



Special display for
PU collection



Special display for
PU collection



Special display for
PU collection

POP Materials



Solar plaque



Mechanical plaque



Mechanical Talker

The Retail support Program



Display (Tall version)

Contraction – 45.0 (w) x 42.0 (d) x 45.0 (h) cm
Extension – 75.0 (w) x 42.0 (d) x 45.0 (h) cm



Display (Medium version)

Contraction – 45.0 (w) x 42.0 (d) x 32.0 (h) cm
Extension – 75.0 (w) x 42.0 (d) x 32.0 (h) cm



In-counter Display

Contraction – 45.0 (w) x 42.0 (d) x 15.0 (h) cm
Extension – 75.0 (w) x 42.0 (d) x 15.0 (h) cm



Highlight Display

Contraction – 16.0 (w) x 28.0 (d) x 28.0 (h) cm
Extension – 31.0 (w) x 28.0 (d) x 28.0 (h) cm

The Retail support Program



Highlight Display (Vertical Version)
Size: 8.1 (w) x 13.0 (d) x 30.0 (h) cm



Highlight Display (Horizontal Version)
Size: 8.1 (w) 30.0 (d) x 13.0 (h) cm



Blue Highlight Table (Tall Version)
Size: 16.1 (w) x 12.7 (d) x 9.0 (h) cm



Blue Highlight Table (Low Version)
Size: 16.1 (w) x 12.7 (d) x 5.2 (h) cm



Brown Highlight Table
Size: 16.0 (w) x 12.0 (d) x 3.0 (h) cm



White Highlight Table
Size: 16.0 (w) x 12.2 (d) x 3.0 (h) cm

The Retail support Program



Lorus stand holder for gift box (Tall)
Size: 9.2 (w) x 5.5 (d) x 12.0 (h) cm



Lorus stand holder for gift box (Low)
Size: 9.2 (w) x 5.5 (d) x 5.0 (h) cm



Function of Display Accessories



The Retail support Program



Lorus on-counter display
35.0 (w) x 35.0 (d) x 80.0 (h) cm



Lorus Tower
50.0 (w) x 50.0 (d) x 180.0 (h) cm

POS presentation in the market

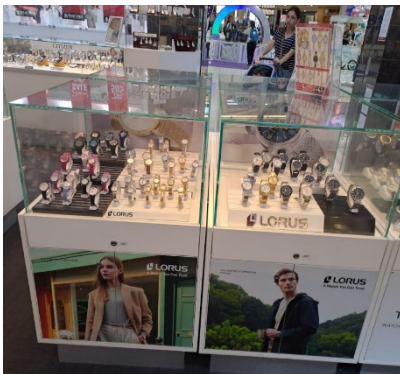
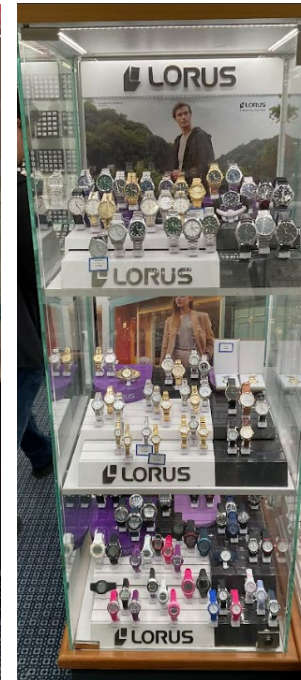
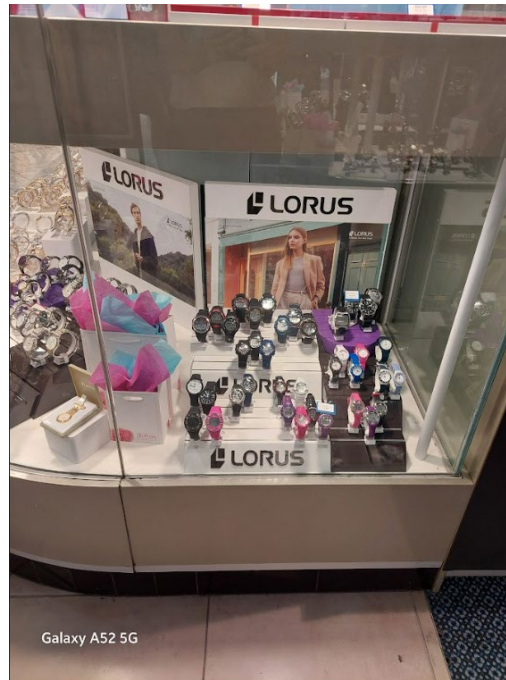
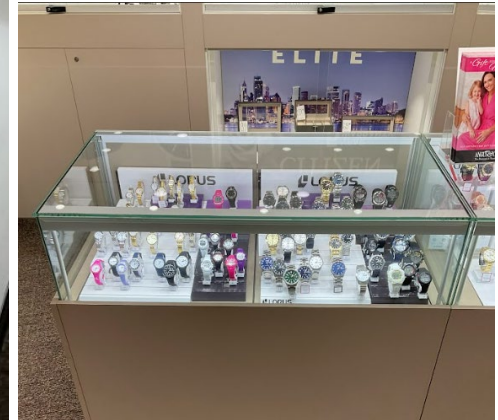


Portugal

POS presentation in the market



Australia

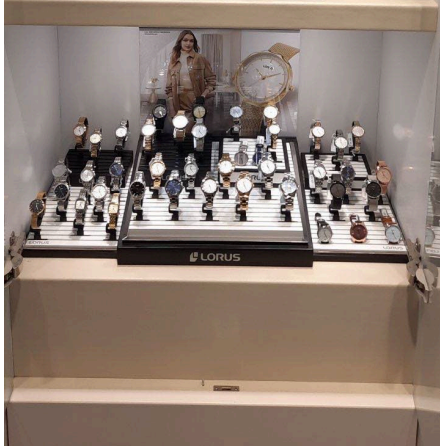


POS presentation in the market



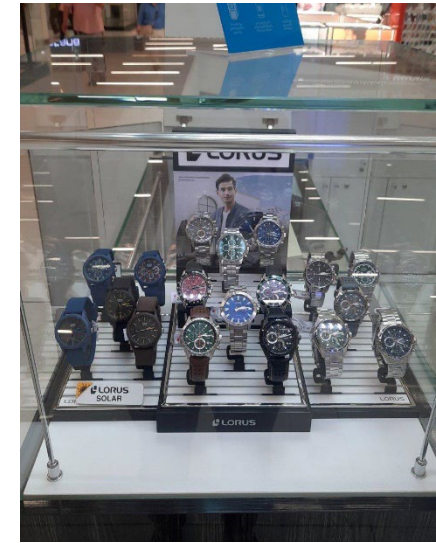
Uzbekistan

POS presentation in the market



Georgia

POS presentation in the market



Georgia





POS presentation in the market



Norway

POS presentation in the market



Germany

POS presentation in the market



Turkey

POS presentation in the market



Austria



Italy



POS presentation in the market



Croatia

POS presentation in the market



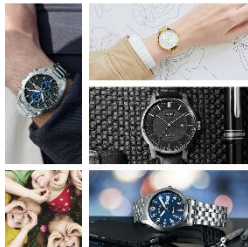


Croatia

Loruswatches.com



A Watch You Can Trust



Social Links



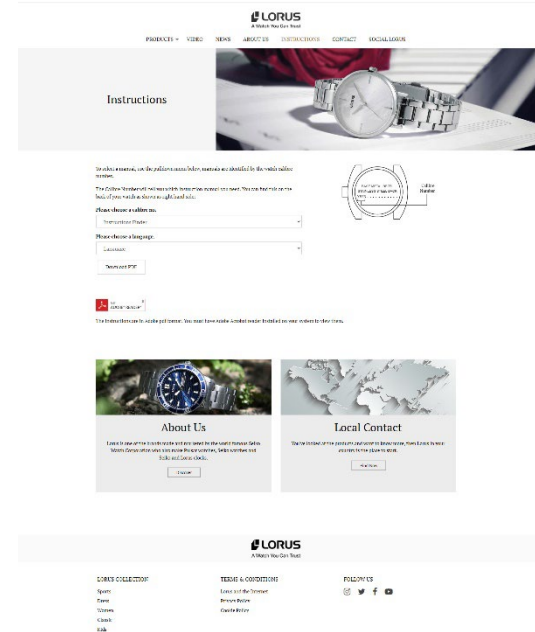
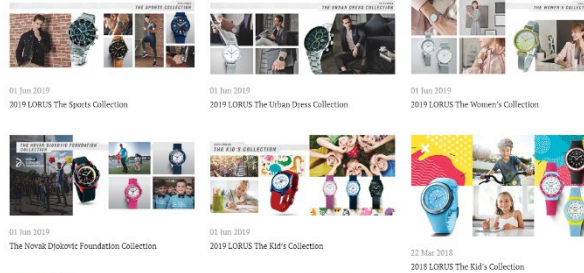
LORUS



Sports



News



Social Network Activities



facebook

LORUS
A Watch You Can Trust

Lorus Watches
17K likes • 18K followers

Posts About Photos Videos

Intro
Lorus is a serious brand that always surprises with fresh ideas and never compromises on quality. And

Page · Jewellery/Watches
loruswatches.com

Photos See All Photos

Lorus Watches 6 d ·

This simple design watch with press pattern dial goes well with any outfit.
<https://www.loruswatches.com/Watch/RG259VX9>
Model# RG259VX9... See more

6 1 3

Like Comment

Most relevant ▾

Lorus Watches updated their cover photo.
15 May at 16:34 ·



Instagram

loruswatches Edit profile

739 posts 10.2K followers 8 following

Lorus Watches
The official Instagram account of Lorus Watches.
#lorus #loruswatches
www.loruswatches.com

POSTS SAVED TAGGED

Social Network Activities



Business Create Analytics Ads

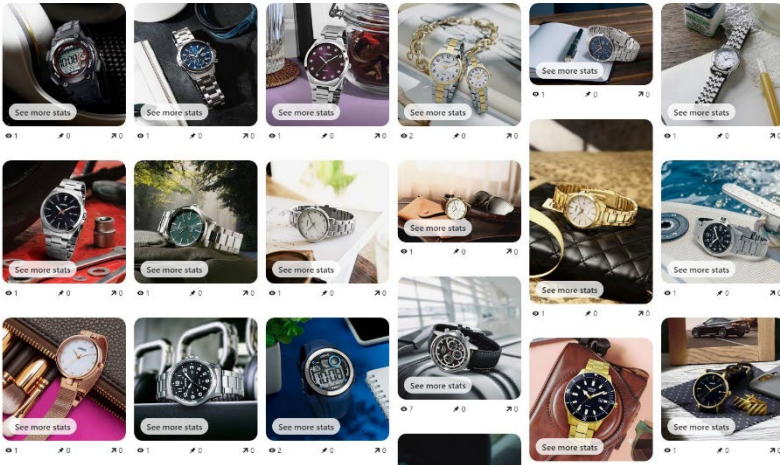


Lorus Watches

@loruswatches
loruswatches.com
54 followers · 0 following
2.9k monthly views

Share Edit Profile

Created Saved



Twitter



- Home
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- Notifications
- Messages
- Lists
- Bookmarks
- Twitter Blue
- Profile
- More

Tweet

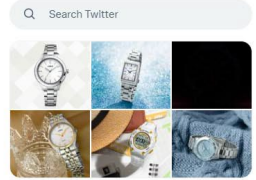
Lorus Watches
653 Tweets

Lorus Watches
@Lorus_Watches
Joined August 2015
Following 203 Followers

Tweets Replies Media Likes

Lorus Watches @Lorus_Watches · May 16
This simple design watch with press pattern dial goes well with any outfit.
loruswatches.com/Watch/RG259VX9
Model# RG259VX9
#Loruswatches #lifestyle #pickoftheday #watchcollector #OOTD

Lorus Watches @Lorus_Watches · May 12
How to make you rise above others?





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SIGN IN



Lorus Watches
671 subscribers

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Uploads PLAY ALL

					
Lorus Monthly Hero Model RT343JX9 116 views · 1 week ago	Lorus Watches RG287SX9 - Happy Mother's Day 24 views · 3 weeks ago	Lorus Ladies Model RG290SX9 64 views · 1 month ago	Lorus Watches - R2347NX9 46 views · 1 month ago	Lorus facebook Video Monthly Hero Model... 590 views · 2 months ago	Lorus Happy Valentine's Day - RG234TX9 30 views · 3 months ago

Digital imagery supply



The logo icon consists of a solid black square with a white geometric shape inside. This shape is a square with a diagonal cut from the top-left corner to the bottom-right corner, creating a white triangle on the left and a white trapezoid on the right.

LORUS

A Watch You Can Trust