

# CITIZEN

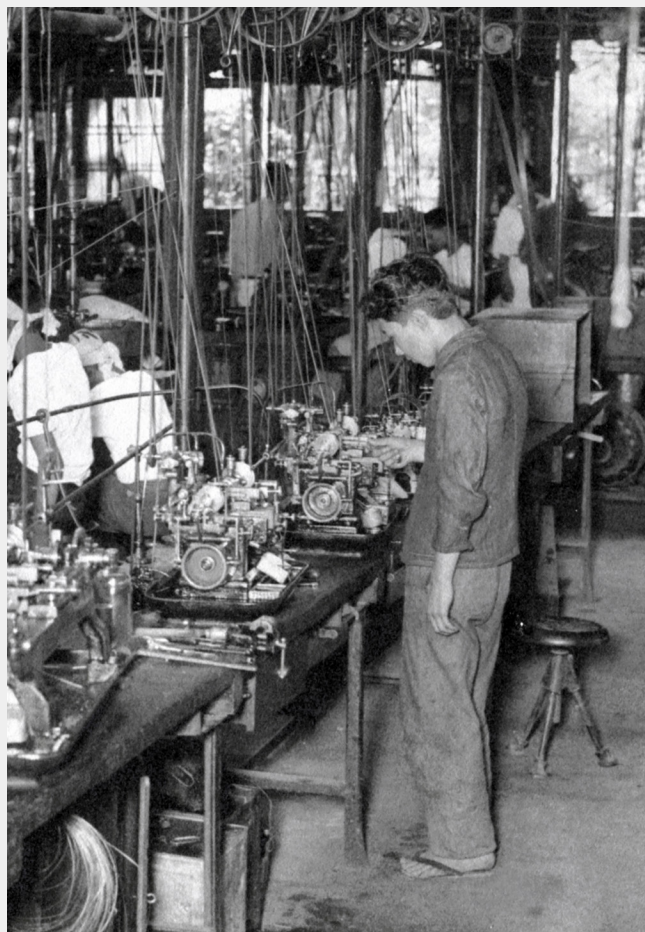
BETTER STARTS NOW

**CITIZEN celebrates the 100th anniversary of its first pocket watch with a historical exhibition exclusively for the French press**



CITIZEN proudly celebrates a century of innovation and know-how since the development of the first pocket watch in 1924. Founded in 1918, CITIZEN has been at the forefront of progress in watchmaking, constantly setting new standards for precision, technology and design.

From humble beginnings to the creation of a globally recognized unit for high performance, CITIZEN has continuously evolved, driven by the belief that it is always possible to do better and that it is time to start ("BETTER STARTS NOW"). The 100th anniversary not only represents a milestone in the brand's history, but also reflects its enduring commitment to contribute to the lives of people around the world by creating products that are appreciated and approved by all.



## A historic traveling exhibition

To highlight this special event, CITIZEN studied more than 6000 archive pieces to present 100 watches in 12 categories to the French press, which captured the essence of the brand's design. This unique watch retrospective in the history of the Japanese house began in Japan, moved to New York before finishing in Paris on October 8 and 9, 2024. The traveling exhibition corresponds with the release of CITIZEN's new memorial book

"Citizen: The Essence of Time" in collaboration with Assouline Publishing, authored by Jack Forster, Editor-in-Chief of WatchBox.com and former Editor-in-Chief of Hodinkee. Highlighting a century of milestones, "Citizen: The Essence of Time" tells the story of the watchmaker's continuous quest for precision, innovation and creativity in the experience of the time passing for all citizens of the world.

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### **A tribute to the first CITIZEN watch**

Most watches sold in Japan were still imported pocket watches when the Shokosha Research Institute, the forerunner of CITIZEN, launched its first model, a Japanese-made pocket watch, in 1924. Excited by the idea that this new watch could win the hearts of many citizens, the mayor of Tokyo, Shinpei Goto, named the watch “CITIZEN”. The name of the watch later became the company name and Citizen Watch Co. was founded in 1930.

To mark this anniversary in 2024, CITIZEN is launching a limited edition pocket watch inspired by the original from 1924, available worldwide in a limited edition of 100 pieces. This new pocket watch has been designed to reflect CITIZEN's journey for the next 100 years - celebrating the classical beauty of the original, including design elements from the last 100 years while integrating the company's modern innovations.

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"After Tokyo and New York, it is a great pleasure for us to celebrate a century of watchmaking expertise with this exclusive exhibition and the 100 original pieces in Paris," says Mr. Yajima, Brand Manager of Citizen. "Our greatest joy would be for our guests to not only enjoy the exhibition, but to find out why we identify as 'CITIZEN', to feel the 'Better Starts Now' philosophy that powers the development of our watches, and to take this chance to rediscover our brand."

"This exclusive press exhibition in Paris celebrates the history and future of Citizen watchmaking," says Yohan Bizi, General Director of the brand in France. "At Citizen, we are redefining the excellence of watchmaking with a constant focus on innovation and sustainability. Our Eco-Drive technology represents our commitment to environmental protection, while our impressive price-performance balance strengthens our leading position in the global market. We are celebrating a century of innovation with a promise to keep improving our customers' lives at every moment."

Learn more about  
<https://www.citizen.co.jp/global/history/products/index.html>

## About CITIZEN WATCH

CITIZEN WATCH is a real watch manufacturer with a complete production process, from the development of the individual components of a watch to its final assembly. The company is represented in over 130 countries around the world.

Since its foundation in 1918, CITIZEN's philosophy has been "Better Starts Now": No matter who you are and where you are, there is always something you can improve, and you have to start now.

CITIZEN has designed, created and developed technologies based on this philosophy, including the patented, light-powered Eco-Drive technology and the satellite-synchronized Satellite Wave models.

This obsession with perfection gave birth in 1995 to "The CITIZEN", CITIZEN's high-end and highly exclusive brand. This collection, which has also been available outside Japan and in France in particular since 2018, is driven by the wish to make watches the reflection of proud Japanese precision.

In 2024, the Japanese company celebrates the 100th anniversary of the first CITIZEN watch.

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