FIYTA



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To all the respected partners:

It's a great pleasure to introduce FIYTA to you. With 20 years' history and rapid development, It is a relatively young but vigorous brand. Now, my staffs and I are making continuous efforts to endows FIYTA watch a new elegant image that to be a necessary part of our clients' daily life.

I sincerely hope this guidebook can help you have a detailed understanding of the history and product series of FIYTA brand watch.

Meanwhile, according to the situation of your local market, we are willing to make helpful practices and further improvements on your comments and suggestions.

Finally, thanks for choosing FIYTA watch to develop together. Let's sincerely wish a better future of FIYTA watch and more prosperous future of our cooperation business.

Xu Dong-sheng
General Manager

G208
The first generation of FIYTA watches.
(It keeps the highest sales record
in China that More than 1 million pieces)



1989



G888
China's first with tungsten watch
sapphire crystal

1990

G905
China's first ceramic watch.



1993



L501
FIYTA 's first Jewelry watch collection

1993

G2000
FIYTA's first white gold watch with diamond



2000



G734
China's first watch with tritium technique

2003

Z052
China's first space watch



2003



G/860D
China's first tungsten watch with
colorful gems

2005

G956
China's first watch collection with world's newest
material of TIC



2007

ABOUT FIYTA

A Brief Introduction of FIYTA

FIYTA was founded in Shenzhen Special Economic Zone, China in Dec.1987;

In 1993, FIYTA successfully offered A and B shares to the public on Shenzhen Stock Exchange, and became the only listed company in China Horological Field.

Now, by integrating R & D, Manufacturing with Sales, importing the most advanced technology and establishing standard process platform, FIYTA watch has held a great high home market share, and is honorably selected as the Space Watch and the specified timepiece equipment for the astronauts in China's manned space program in 2003 and 2005. And Through 20 years' constantly developing and growing, FIYTA watch has ranked as " China Famous Trademark" , " China Top Brand Product" , "King of Watch in China" ……

As one of three Space Watch brand in the world, FIYTA Watch wins great reputation at home and abroad.



ABOUT FIYTA

Brand's Definition

FIYTA

飛亞達

Fiyta • One of The Three Space Watch Brands In The World



FIYTA, the literal meaning in Chinese, is Flying in the sky of the world.

The brand logo image is a peace dove, and this design creation is originated from the deformation of the first letter "F" of "Fly".

Now, "FIYTA" brand has been successfully registered worldwide. In China, FIYTA is the first national watch brand as well as the only publicly listed watch company.

Mission: Profession, Creation, Art and Culture.

Profession

FIYTA is striving to be the world-class watch making pioneer by the continuously updated technology and most professional expert to guarantee the quality of every piece of FIYTA watch.

Creation

FIYTA is continuous updating its watch making technology, innovating the research of new materials and crafts technology to integrates the traditional timing products with up-to-date technology perfectly.

Art

FIYTA is always trying to express the unremitting pursuance of the art and esthetics to endows every watch with life and value of art.

Culture

FIYTA commits itself to exploiting cultural connotation of watch to convey beauty and harmonious elements to clients by distinct design.

Marketing

Once possessed, nothing more is expected ,

the most classical and famous advertisement has become Chinese people's collective memories of the past 1990s.

Now, the new Slogan, " FIYTA, It's my time" , has spread all over China.

With the ambition to establish a world-graded national brand to be continuous for centuries, FIYTA has set its new marketing strategy by the very first step, setting new brand image, shot new advertisement, build new image shops, and develop overseas branches.



Space Watch

In 2003, FIYTA space watch (Model:Z052) was weared by China's first astronaut, Yang Liwei in the Shenzhou VI space mission.

In 2005, FIYTA space watch (Model:Z061) accompany with astronauts to successfully complete China's second manned space programme.





MARKETING

Advertisement



G/L 860D Time-Gem collection

Concise but not simple!

This concise design style implicated the philosophy and understanding of life. And the eternally classic round case, with tungsten scratch-proof band, Time-Gem's most impressive character is the cold colour of its simple dial and colourful gems, which is very simply but with little low-profile pride.



GOLD BUDDHA WATCH

As the ideal carrier for people's feelings, watch can be used to express human inner feeling and demands through the special design, function and material. This golden Buddha Watch fully applied " rogation" and " blessing" concepts, merged with Medicine Master Buddha, diamond, Turquoise, Arabesque and the conjuration of Medicine Master. Thus, it is quite easy for people to express their pious faith by wearing this watch.





MARKETING

Advertisement



A-TiC WATCH

In 2007, A-TiC, the newest material for watch making in world, was successfully invented by FIYTA after countless experiments since 2002. With high quality, this material has several super properties: super light, high abrasion resistance, super smooth surface… … This advanced technology has successfully made up the blank in the world watch making field.



New Image

Since 2007, a new brand image will be set up in all FIYTA boutiques all over china.

Black basic colour will replace the original red and brown colour.



BRAND IMAGE

New Image







BRAND IMAGE

New Counter









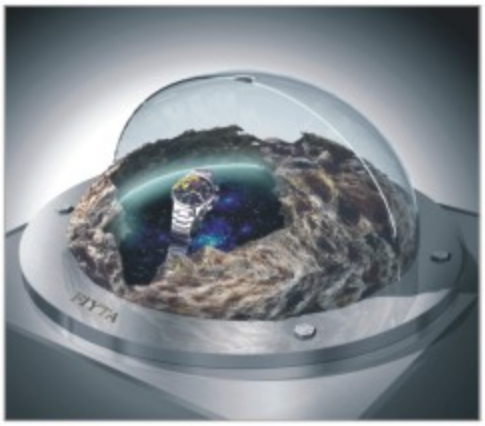


BRAND IMAGE

New Display

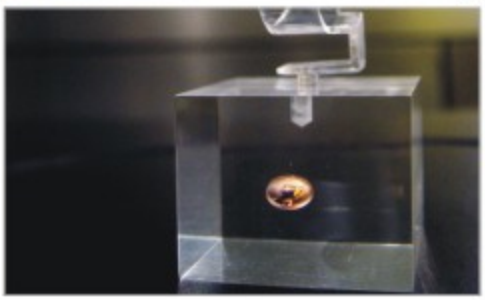












Brand Image Before 2007

Red + Brown + White
PASSION and ENERGY
They are the representatives for FIYTA's original sprints at the start-up and expansion stage

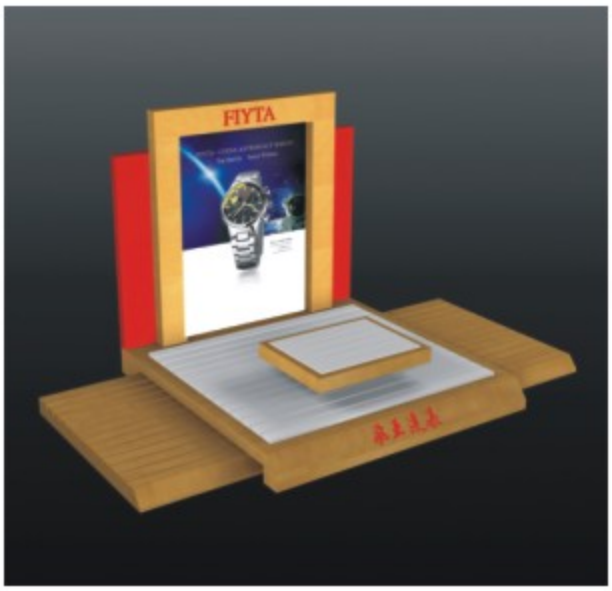


Brand Image Before 2007











BRAND IMAGE

Brand Image Before 2007



Beijing



Shenzhen



Xian



Chongqing

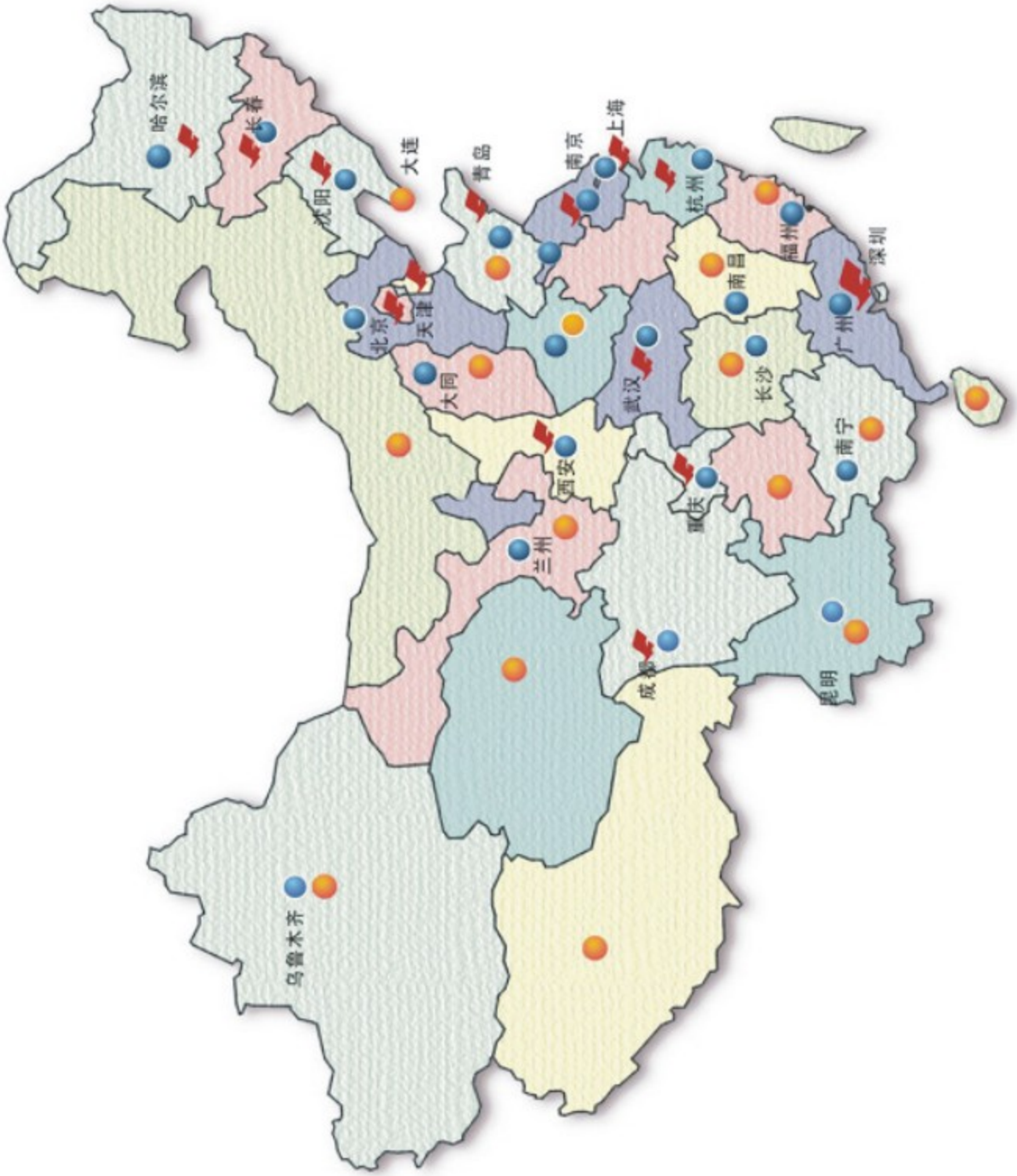


Hongkong

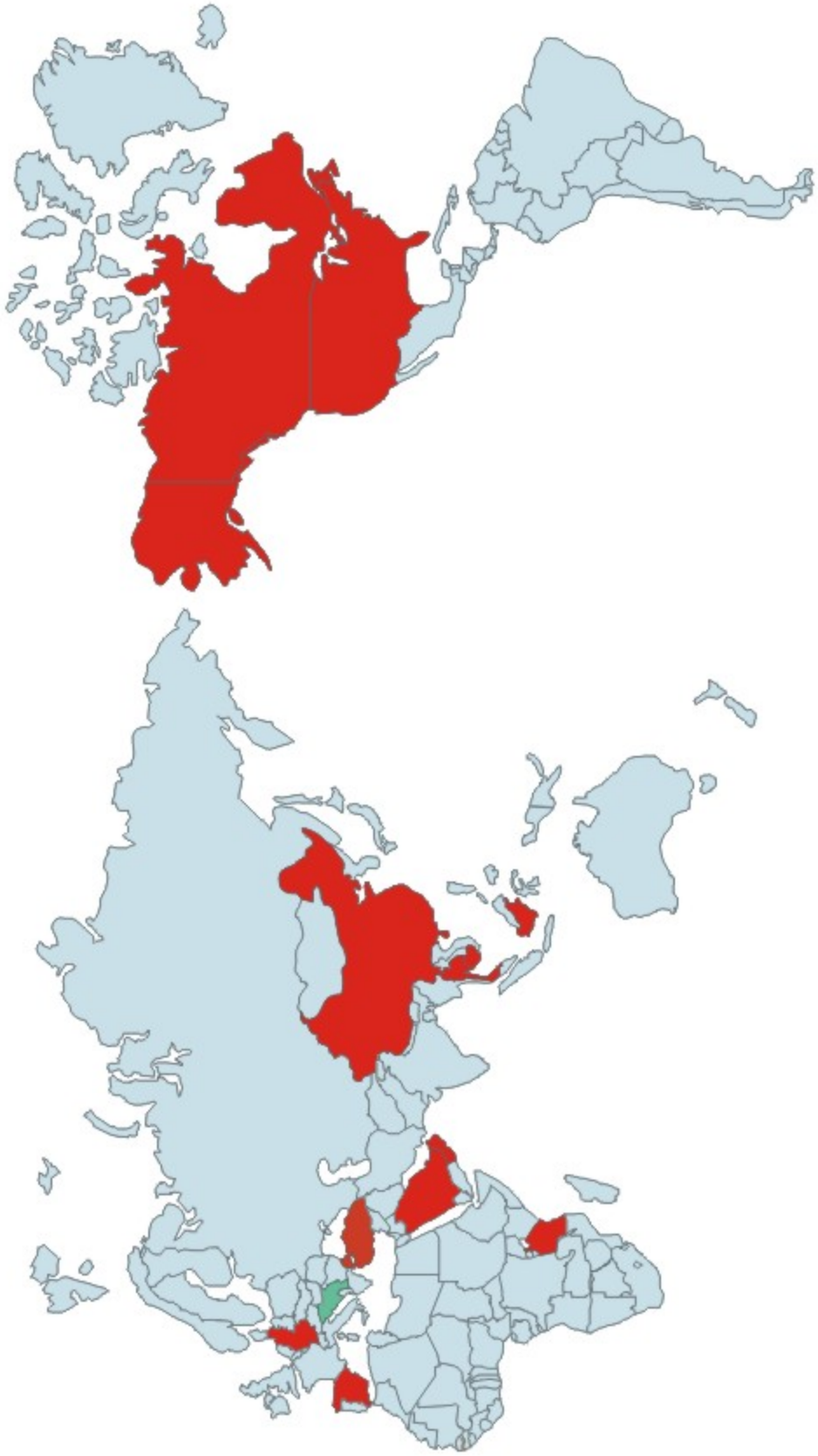


Shanghai

FIYTA'S SALES NETWORK IN CHINA



FIYTA'S WORLDWIDE SALES NETWORK



Brand Image Before 2007









PUBLIC RELATIONSHIP

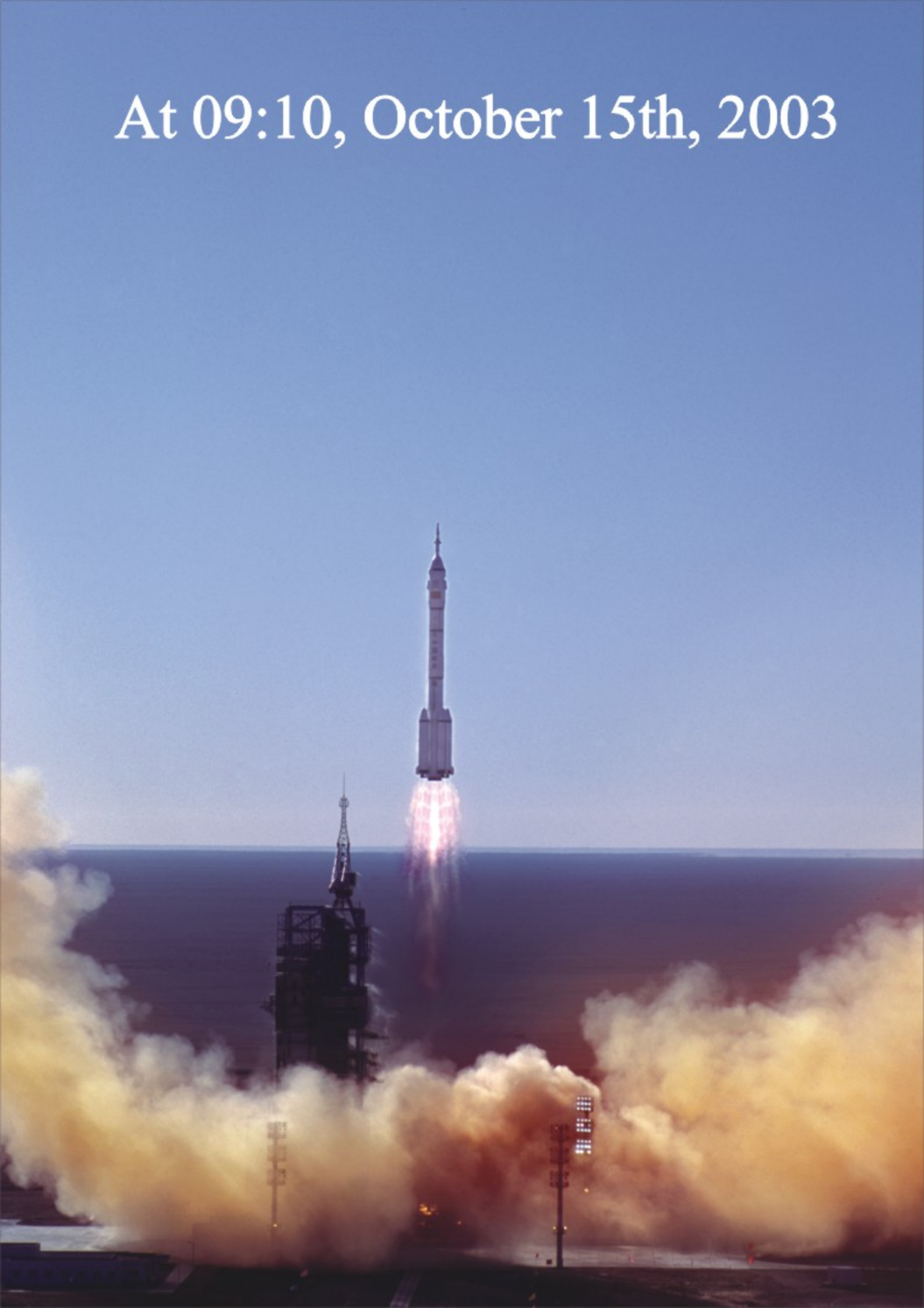
As a pioneer brand in China watch field, FIYTA is always striving to meet customers' demands at all levels by providing first-class design and top quality wrist watches .

Especially, in 2003, FIYTA Space Watch defeated OMEGA in the competition for providing space timing device for Chinese manned space program, and became the only officially-assigned professional watch for China's spaceman in 2003 and 2005.

In the countless publicly sponsored activities, FITYA watch constantly demonstrates its high-accuracy time recording capacity, and enjoys great population at home and abroad.

Now, FIYTA watch has been officially assigned as the working timepieces for the following events:




At 09:10, October 15th, 2003



The first spaceman of China (2003).



On Oct.12, 2005, Mr. Fei Junlong and Mr. Nie haisheng, spacemen of Shenzhou VI are ready for the mission.

PUBLIC RELATIONSHIP

Sponsoring

Professional watch for Spaceman







Badge of Shenzhou V



Badge of Shenzhou VI

China pilot watch







PUBLIC RELATIONSHIP

Sponsoring

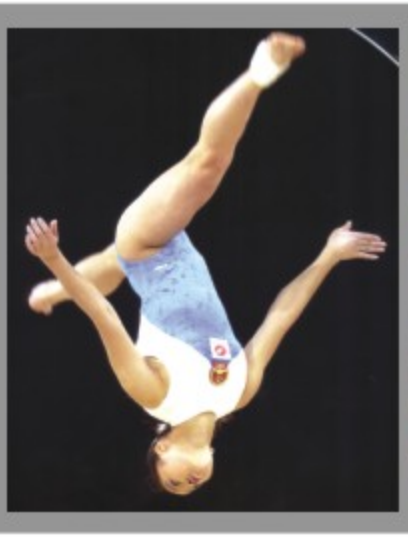
The 6th Asian Winter Games

Sponsor of The 6th Asian Winter Games





Professional watch for gym athletes





PUBLIC RELATIONSHIP

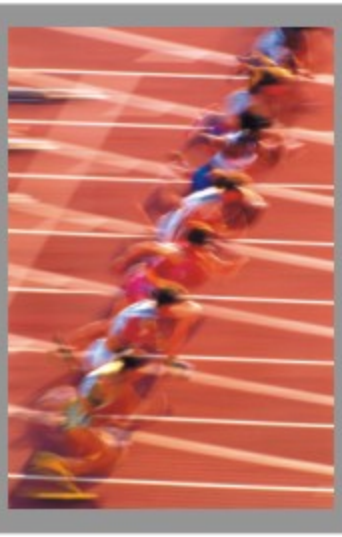
Sponsoring

Professional watch for Asian boat title match in 2004





Professional watch for China 10th national sports meet in 2005





Museum collection

FIYTA space watches were collected by China history museum on Dec.1, 2005.







Endowment

RMB 1,000,000 was endowed by FIYTA in 2003 to help the students in the poor areas.







FIYTA CUP WATCH DESIGN COMPETITION



第三届飛亞達杯手表設計大賽

The 3rd FIYTA cup watch design competiton

FIYTA CUP Watch Design Competition

From 2003, FIYTA and the Fine Arts School of Tsinghua University have been jointly holding "FIYTA Cup Watch Design Competition" once a year in China. Now, it has enjoys a great reputation in the field that has attracted: Nikolai Colani, the word design master; Lasco, the president of the prospects design department of Daimler Chrysler; Ding Shaoguang, the famous American Chinese artist to be the judging members.

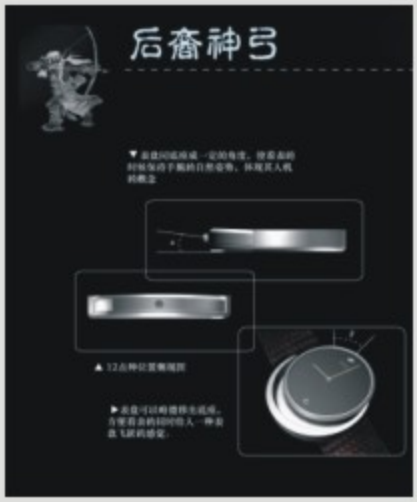
Discovering and Fostering the top Chinese desiger, and make practical contribution to Chinese watch field is the goal of FIYTA.





FIYTA CUP WATCH DESIGN COMPETITION

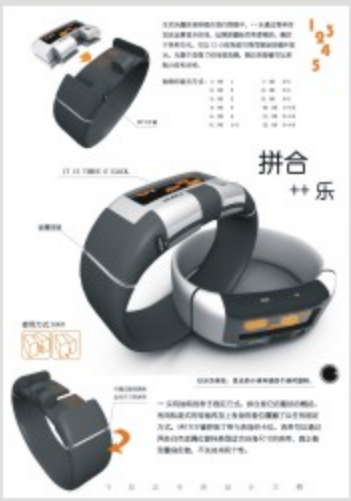
Work Appreciation (2007\2005\2004)



















Award of design

FIYTA has registered more than 50 design patents by now. 3 designs have been selected by the famous IF Design competition.











PUBLIC RELATIONSHIP

International exhibition





Basel






Hong Kong






Shenzhen

FIYTA Quality Control

Our commitment to customer service

We, at FIYTA headquarters, are committee to maintaining a worldwide continuous improvement in customer service by providing focused, qualitative and innovative end-to-end service to our customers.

And wherever a FIYTA watch is purchased, it has a one-year guarantee valid with any FIYTA official dealers worldwide.



GENERAL INFORMATION

FIYTA Quality Control

1. Flexible Fatigue Test

   By simulating the movement in daily wearing to test the connection quality between pins of bracelet.

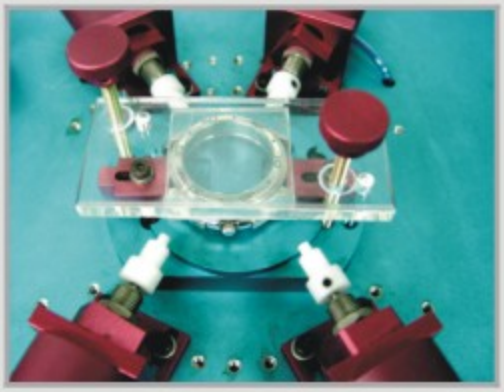
   - The bracelet must resist to 50,000 oscillating movements without rupture.



2. Button Quality Test

   Testing the function of button by point contacts

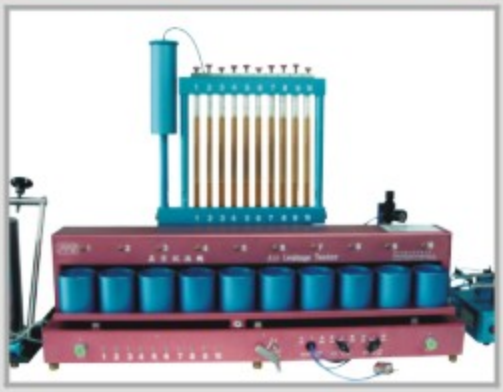
   - The button has to pass 10,000 times' point contacts



3. Water resistance test 1

   Use air pressure to test water resistance.

   - Put watch under air pressure (Max: 10 MPA), and keep it for 10 minutes.
   - After decompression, there will be an air-pumping test to check watch's water proof performance



4. Water resistance test 2

   Use water pressure to test water resistance.

   - Put watch under water pressure (Max: 50 MPA), and keep it for 10 minutes.
   - Make condensation experiment to judge whether the water droplets have penetrate watch.



5. Performance Test

Use special instruments to valuate the various performance of movements.



6. Precision Test

This precision instrument allows the precise control of the dimension of watch parts.



7. Color Fastness test for Strap

By setting the strength and times for strap rubbing, to test its color fading degree and color fastness ..



8. Tolerance Test for Strap

By simulating the bending in daily wearing to test the tolerance of Strap



GENERAL INFORMATION

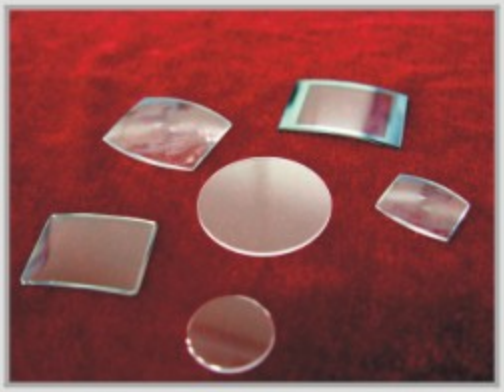
Material Explanation

1. Sapphire Crystal

   A watch crystal is a transparent cover that protects the watch face, and there are 3 kinds of glass material: 1-plexiglass; 2-mineral glass; 3-synthetic sapphire.

   Sapphire crystal is a made of synthetic material, which is the most expensive glass crystal material that extremely durable, shatter proof & scratch resistant.

   All the FIYTA watch are covered with Sapphire crystal.



2. 316L Stainless Steel

   Due to 316L stainless steel offers higher stress to rupture, corrosion resistance and strength at elevated temperatures, FIYTA choose it as the basic material for watch components.



3. Tungsten

   Tungsten is a metal with a wide range of uses , and the hardness and density properties make it an ideal material for heavy metal alloys making that are used in armament, heat sinks, and high density applications, such as weights, counterweights, ballast keels for yachts and tail ballast for commercial aircraft.

   FIYTA use it for watch component making.



4. A-TiC

   A-TiC, black powder, is a compound of several elements with titanium, and due to the special prescription proportion, it shows great properties in high rigidity, light weight, and strong corrosion-resistance, and it is best material for wrist watch making.

   This is a new material invented by FIYTA, and is exclusively used in FIYTA watch making.

