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Agency Network: [Giant Propeller \(/taxonomy/agency/giant_propeller\)](#)
Published/Aired: September 2018
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Orient Watch USA - Moving Moments

from [Giant Propeller](#)



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Description

Giant Propeller loves helping established brands redefine their legacies. Orient Watch has been around since 1950, but wanted to kick off a new look and attitude befitting of 2018. The best way to do this was to temporarily pull some focus away from the technical details of their renowned craftsmanship, and instead lean into their Japanese roots and spirit with a brand new website that embodies a totally new direction. More than just the new website, Giant Propeller co-founder/Creative Director Jordan Freda wanted to create a digital state of mind for Orient Watch by capturing the realness of Japan and the authenticity of its cutting-edge Tokyo street culture. To achieve this, they jettisoned across the Pacific to immerse themselves in that world. From tranquil countrysides to blazing neon skylines, the GP team captured as much visual content as they could to create a new brand video that reintroduces Orient Watch to the world. The video was supported by striking photography, both of which were used in the creation of the new site – a fully customized Shopify build from



scratch, along with a never-before-seen "E-Comm 3D" Product Visualizer experience which enables users to explore and manipulate



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Photographer: [Edward Aninaru \(/creative/edward_aninaru/\)](/creative/edward_aninaru/)

DoP: [Kevin Delee \(/creative/kevin_delee/\)](/creative/kevin_delee/)

Producer / EP: [Mike Bodkin \(/creative/mike_bodkin/\)](/creative/mike_bodkin/)

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Sep 13, 2018 - 12:22

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