CITIZEN®

Citizen, a trusted name and brand leader in the watch industry for over 100 years, is known the world over for its uncompromising values: technical precision, innovative mindset, quality craftsmanship and design excellence. The first to create quartz crystal and titanium timepieces, Citizen was also an early pioneer in advocating for the environment, launching the first light-powered watches with proprietary Eco-Drive technology in 1976, thus adding eco-mindful as a core value.

Grounded in the Japanese notion that elevates society above self, Citizen takes a forward-thinking, socially responsible and inclusive world view: creating quality timepieces at superior value for all citizens of the world to enjoy every minute of their time. And our deep-rooted respect for self-development guides our corporate philosophy: Better Starts Now. Whether it's creating a better product, a better customer experience, a better planet, Citizen embraces opportunity and growth.

Honoring our origins as a true manufacture d'horlogerie, Citizen's vertically integrated manufacturing process meticulously controls quality and production standards—from creating a watch's individual components to its final assembly. Style and quality with no compromise.

Citizen's diverse portfolio of high-performance and eco-mindful watches is accessibly priced and ranges from professional-grade, sport-inspired designs with advanced functions to sophisticated, timeless silhouettes that are beautiful as well as collectible.

A 2018 partnership with the powerhouse Disney brand further expands Citizen's broad appeal with a brand presence at Disney Parks & Resorts worldwide and co-branded watch collections with Disney, Marvel and Star Wars.

At Citizen, we strive for better, for making every minute count.