Crafting Timeless Pieces

Sun Flame keeps Tokyo's watch industry ticking



Walking around Tokyo's *shitamachi* districts in the east, seeing the Skytree and the bustling streets of Asakusa, you may forget that the region was once a cluster of precision artisan workshops. Today, in the heart of the area, on a quiet backstreet, Sun Flame is keeping this tradition alive with a team assembling "Made-in-Tokyo" watches by hand.

Sun Flame has been in the business for decades, producing branded timepieces for many of Japan's most beloved imprints alongside its own lineups. "We translated the identity of world-renowned brands into watch form. This is an expression that we call *goyotashi*; responding to our partners' needs with the very best craftsmanship," said Sun Flame's president, Toshiomi Hono. Goyotashi is a word that Sun Flame likes to imbue into everything it does, translating as the "royal warrant" provided to traders during the Edo period. It signals a commitment to the best craftsmanship and components, which Sun Flame ensures through end-to-end assembly by hand by its own watchmaking experts in Tokyo. While Sun Flame has built its name around practical timepieces, particularly those powered by reliable quartz movements, in recent years the company has created bolder designs.

Their latest "Makihana" line features traditional *makie* lacquer techniques, in which fine metallic powders, such as silver and gold, are mixed into intricate patterns. "Makihana was designed in collaboration with artisans from Ishikawa and Fukui prefectures. We finally feel we have earned the right to create a watch that truly represents who we are," said Hono.

