

The Rolex Story

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MVMT 2021: Rolex Presents Its Heroes Of The Ocean

In their unceasing quest for innovation, technological excellence, and ultimate achievement, Rolex and motorsport are the perfect partners.

In Their Unceasing Quest for Excellence, Rolex and Motorsport are the Perfect Partners

Read the story of Ian Fleming, the novelist who wrote the story of James Bond. His life has inspired the universe of the secret agent.

Ian Fleming: The Man Behind James Bond

Mike takes a look at a stunning vintage Technos Sky Diver watch ✓ The vintage market still has plenty to offer ✓ Check it out here! ✓ ...

The Technos Sky Diver – A Proper Vintage Beauty

Police said the unsuspecting victim was distracted by the suspects with a charity petition before they made off with his watch.

Dorset Police launch appeal as two women sought after Rolex watch theft - public urged to 'remain vigilant'

A man confronted his wife for buying him a luxurious birthday present with his money - and the internet thinks it’s a red flag.

Man confronted wife for buying him a Rolex with his money-and people think it’s a red flag

Don't get duped into buying a fake vintage watch. Our men's vintage watch guide includes what to look out for, the best models & legit places to buy a vintage timepiece.

Blast From The Past: A Guide To Buying Vintage Watches

"Our current production cannot meet the existing demand in an exhaustive way," the Swiss luxury brand wrote in a rare statement to Yahoo Finance.

Rolex breaks its silence on shortages: 'The scarcity of our products is not a strategy'

Ziv and Nitzzy Tamir, owners of Florida-based seller of preowned and new-unused Rolex watches, launched a program that teachers others secrets of the trade. It was inspired by his great-grandfather's ...

Luxury Watch Sellers in Florida Teach Secrets of the Trade

Third, you do not understand anything about my business, and I’d really like to have my dog back.” Notice the herder wasn’t impressed by the “give ‘em the old razzle-dazzle” approach of the geeky, ...

Church-Community Connection: We let the dog out

Bulgari debuted its aluminium watch – a first in luxury watches – with a rubber bezel. Last year it introduced a contemporary version that retained the same urban cool. Now the Roman house has ...

Six best men’s watches for winter 2021 including Rolex, Bulgari and Cartier

Justin Bieber’s Mat Gala look was a study in simplicity and sophistication. While Kid Cudi wore a Louis Vuitton skirt plus a \$1 million KAWS x Ben Baller pendant, accessorised with heavy eye liner ...

Justin Bieber Lets His Solid Gold Rolex Do the Talking

The ruby slippers worn by Judy Garland in 'The Wizard of Oz' at the Academy Museum. Following years of delays, the much anticipated Academy Museum of Motion Pictures Museum has officially opened and ...

Inside The Blockbuster Reopening Of Hollywood’s Academy Museum Of Motion Pictures

Developed as a prototype for perfecting the Rolex diving watch concept, the watch was attached to the hull of Auguste Piccard's bathyscaphe Trieste for the inaugural deep-sea trial to a depth of 3,150 ...

A rare Rolex watch likely to fetch millions at Christie's auction

We don't often that we see the Rolex Submariner ref. 6200 go under the hammer ✓ Live bidding for a 1954 piece is currently underway ✓ ...

A Vintage Rolex Submariner Ref. 6200 Is Up For Auction At Watch Collecting

A fraudster who stole bank details to buy a £40,000 Rolex and fund a jet-set lifestyle has been jailed. Reiss Mwanbe Eugene Holloway-Kawayida, 22, was arrested at Heathrow airport draped in designer ...

£950,000 spree of fraudster who intercepted bank cards in the post

Course designer Gil Hanse was at Whistling Straits during the Ryder Cup last month. He noticed the players and fans but also a whole lot more.

Walk a golf course with designer Gil Hanse and you’ll see the game differently

"It was the first and only time that happened, because we came to find out that it was against the rules," Stephanie Grisham writes in her tell-all.

Trump White House staffers ordered room service on the Saudi government's dime because they didn't know it was illegal: book

The Horizon is more or less the same ScanWatch that launched last year, with a new case design over the small OLED display that's more classical than dressy. It features an EKG scanner with AFib ...

The classy new ScanWatch Horizon from Withings is a hybrid you might actually want to wear

With three weeks to go to the start of the 2021 Rolex Middle Sea Race, the entry list augurs the possibility of a fabulous and fascinating race. Here's a preview of this year's running.

The brand with the crown is recognized worldwide as an invaluable sports implement and luxury product. In little more than one hundred years, it has become one of the most successful and innovative watch brands on the planet. Rolex manufactures more than a half a million wristwatches per year while maintaining an outstanding reputation and near-perfect quality. From the beginning, the sponsorship of statesmen, movie stars, and athletes has driven its success, but the company has expanded to include more than just the rich and famous. The Rolex Oyster became the first watch to defy the elements when, in 1927, Mercedes Gleitze wore one while she swam the English Channel. In 1933, the company patented the first automatic winding mechanism. Learn more about this history and read updated reports written about new Rolex ideas and performance tests featured in the German watch magazine Armbanduhren (Wristwatch) from the past 15 years.

PRESENTATION: LEARN EVERYTHING ABOUT MODERN AND VINTAGE ROLEX DAYTONA ROLEX DAYTONA STORY describes every single Daytona reference, from its origin until today providing all the essential details for collectors, enthusiasts and dealers. All references are presented with the dates of the beginning and of the end of production; each model is illustrated with all those characteristics that determine the value and the rarity of the watch. All the illustrations in this volume are exactly what collectors have always dreamt of: large, beautiful and depicting every little detail of all the watches. Are you a watch collector and want to know every little detail about Rolex Daytona? Have you only recently approached the world of Rolex watches and are you looking for reliable answers to your doubts? Are you a watch dealer and want to know exactly what you buy or sell? Do you want to know the real value of your Daytona watches? Do you want to know the real value of your Daytona chronographs? For all this and much more, this book is perfect for you Attached are the updated estimates of all published watches. TOPICS The important dates of the Daytona, the chronological production table, the “Paul Newman” dials, the Daytona dial makers, the Greek letter “sigma”, the customized dials, the faded dials, the calibers used and their differences, the aftermarket dials, the push-buttons, the bezels, thewinding crowns, the “underline” dials, the “Tropical Dials”, the bracelet, the gold hallmarks, the enamel dials, regular 6 and inverted 6, the updated estimates of all published watches. All models are accompanied by the descriptions of all those characteristics that determine the value and the rarity of the watch, such as: Bezels – Bracelets – Buttons – Calibers – Case back – Cases -Dials – Dials with changing color – Diameter – Hallmarks – Hands – Indexes – Inverted 6 – Lugs – Movements – Papers – References with their period of production – Sigma – Spare parts – Winding Crown.

Informative text and hundreds of photos are a fitting testament to the world-renowned Rolex brand. Respected wristwatch expert and historian Gisbert L. Brunner shares his extensive subject knowledge once more. A must-have for watch collectors, enthusiasts, and anyone wishing to become one.

The name Rolex is recognized around the world. As an icon of beauty, quality, accuracy, style, and taste. While there are other fine manufacturers of timepieces, none has reached this pinnacle of public respect and acclaim. The watches produced by Rolex over the last 90 years are celebrated in this lavishly illustrated classic, now in an expanded second edition. Dowling and Hess, both acknowledged Rolex authorities, have captured the watches' beauty in color photography and present the most thorough and extensive history written of the company. Information for collectors and newly revised market values of the watches make this a truly useful volume, one that will be cherished by watch lovers around the world.

* An exhaustive appraisal of the Rolex watch, including studies of vintage models, current designs and special editions* Invaluable to any watch-lover, especially aspiring Rolex collectorsHorological trends flit by faster than ever in today's fast-paced society. But Rolex does not rely on gimmicks; theirs is a more perennial allure, with a reputation built on traditions and hard-earned skill. A company that innovates while paying homage to their roots, every Rolex is the cumulation of centuries of watchmaking expertise. Within this book you will find explanations of the making process, descriptions of the materials involved and expert commentary on what makes each Rolex wristwatch unique. The Book of Rolex demonstrates how each model fits its social milieu, present and past. It also addresses the multitude of fakes on the market, including the so-called 'Frankensteins' - watches made from a mixture of real parts and forgeries, which are notoriously hard to spot - imparting all the skills needed to pick counterfeits out of a line-up. A holistic view of Rolex watches, this book promises to be as timeless as the brand itself. Should you be considering a Rolex, this book will convince you of its worth as an investment.

PRESENTATION: HOW TO KNOW EVERYTHING ABOUT THE ROLEX GMT-MASTER The GMT-Master was created to meet the needs of Pan American Airways to supply its pilots with a wristwatch able to indicate the time back home and the time in their arrival destination simultaneously. It was necessary to give the pilots a “technical” wristwatch, which indicated simultaneously the two different times. It is from this point that the request arose from Pan Am to Rolex, to create a new watch for modern age aviators: a watch with two time zones. The name GMT-Master was chosen... Are you a watch collector and you need information about the Rolex GMT-Master? Are you a watch dealer and you want to know exactly what you are buying and selling? Do you want to know the real value of your GMT-Master? For all this and much much more, this book is perfect for you. You will also know the current value of every GMT-Master. TOPICS With high quality images, technical details and updated prices, this book shows and describes every GMT-Master and GMT-Master II reference. For each watch this guide explains every characteristic: crystal, bakelite bezel, anodized aluminium bezel, Cerachrom bezel, bracelet, case back, winding crown, case number with production year, dial, movement,

hands, etc. Furthermore, the book shows: “Albino”, bachelite, “Batman”, bracelets, calibers, “circular” indexes, “circular edged” indexes, “Cornino” crown guards, “standard” crown guards, GMT hand with small arrow, Green Dial, Oysterlock, sunken holes, vintage advertisements, Underline, box, papers, the “Ice” model, “Chuck Yeager”, “Tiffany & Co.”, “Mission Everest”, dials with Arab coats of arms, ... Attached are the updated estimates of every modern and vintage Rolex GMT-Master.

PRESENTATION: THE ULTIMATE BOOK ABOUT ROLEX Rolex Encyclopedia is the most complete and updated guide on vintage and modern Rolex watches and it includes every Rolex produced from 1905 until today. A travel through time which you won't be able to interrupt! There is a big story behind every important brand: a story made of great ideas, great adventures, enterprises and innovations that have changed the world that we knew. This is the case of Rolex. Many things have already been said about its story, but the love and passion of Guido Mondani Editore have no limits and this is why the Rolex Encyclopedia wants to reach the soul of the story of this important brand, which has changed the world of watchmaking forever. No one before has ever written so much about the great enterprises of Rolex: a story of outstanding pioneers, of courageous and far-sighted persons, of state-of-the-art watches, which almost represent the Holy Grail for watch collectors. A story told in three big books that in their kind are definitely another unique mission. TOPICS Ask yourself a question, any question ... What is the origin of the name Rolex? Where does the nickname “Bubble Back” come from? How many pieces of the Rolex Split-Seconds model were produced? When was the Submariner model created to commemorate the Panama Channel? How many Marks exist for the Submariner and Sea-Dweller models? How many Daytona watch models were produced? How many hours does it take to produce a Cerachrom bezel? You will find all the answers in here. Furthermore, these books also provides the estimates of every Rolex, basing on the conditions, and the updated price of all watches in production. MODELS Air-King, Bart Simpson, Bicchierini dial, Bubble Back, Buckley dial, Comex, Chronographs, Cosmograph, Dato-compax, Daytona, Deep Sea, Double Red, Exclamation mark, Explorer I, Explorer II, Explorer dial, Feet First, Glidelock, Glossy dial, GMT-Master, Ghost dial, Green, Hulk, James Bond, Lumi dial, Meter First, Milgauss, Military, Moon Phases, Oman dial, Oyster Date, Oyster DateJust, Oyster DateJust II, Oyster Day-Date, Oyster Day-Date II, Oyster No Date, Panerai, Patent Pending, Patrizzi Dial, Personalized dials (Astrua, Bucherer, Cartier, Cuervos y Sobrinos, Panama Canal, Polipetto, Ronchi, Serpico y Laino, Tiffany, Verga, Versace), Prince, Quartz, Rehaut, Sea-Dweller, Sky-Dweller, Spider dial, Sub-aqua, Submariner, Texano, Triplesix, Tropical dial, Turn- O-Graph, Underline, Yacht Master.

“I’ve paged through stacks of books on the history of watches. . . . But I hadn’t come across a book that actually moved me until I picked up A Man and His Watch. The volume is filled with heartfelt stories.” –T: The New York Times Style Magazine “There are a bunch of beautifully illustrated watch books out there, but A Man & His Watch by Matt Hranek is more than that. It speaks to the nature of watches as deeply personal items.” –Gear Patrol, Coffee Table Books Our Staff Can’t Live Without Paul Newman wore his Rolex Daytona every single day for 35 years until his death in 2008. The iconic timepiece, probably the single most sought-after watch in the world, is now in the possession of his daughter Clea, who wears it every day in his memory. Franklin Roosevelt wore an elegant gold Tiffany watch, gifted to him by a friend on his birthday, to the famous Yalta Conference where he shook the hands of Joseph Stalin and Winston Churchill. JFK’s Omega worn to his presidential inauguration, Ralph Lauren’s watch purchased from Andy Warhol’s personal collection, Sir Edmund Hillary’s Rolex worn during the first-ever summit of Mt. Everest . . . these and many more compose the stories of the world’s most coveted watches captured in A Man and His Watch. Matthew Hranek, a watch collector and NYC men’s style fixture, has traveled the world conducting firsthand interviews and diving into exclusive collections to gather the never-before-told stories of 76 watches, completed with stunning original photography of every single piece. Through these intimate accounts and Hranek’s storytelling, the watches become more than just timepieces and status symbols; they represent historical moments, pioneering achievements, heirlooms, family mementos, gifts of affection, and lifelong friendships.

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