

The Rolex Story

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The Rolex Story

Rolex continues to build on that legacy all the while turning over a new leaf—or should we say a new frond. Among the latest iterations of the iconic Oyster Perpetual Datejust 36 are a series of ...

Rolex's New Collection Takes a Trip to the Tropics

As a part of this initiative, Rolex has commissioned and released a documentary titled 'Perpetual Planet: Heroes of the Oceans.' Unveiled last month on World Oceans Day (June 8th), the documentary ...

Rolex's new documentary on the oceans' fragile ecosystems will take viewers on an incredible underwater journey

Beaverbrooks acquired two Fraser Hart stores, both Rolex doors, in Milton Keynes and Croydon before the pandemic in 2019 and has spent almost two years developing a brand new concept for the stores, ...

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THE BIG INTERVIEW: Beaverbrooks + Rolex = Loupe

Rolex Bubblebacks are starting to come back into favour, but you can still collect them for a lot less money than you might

...

The Rolex Bubbleback is the OG of Rolex collecting – and is now mega-affordable

rotating 24hr bezel and automatic movement. Author David Silver's personal passion for Rolex watches propels the story of Vintage Rolex, starting with its very first image. The man in possession ...

*'Vintage Rolex' By David Silver Documents 1910-1990
Rolex Timepieces*

The late actor's Daytona shattered the world record for a Rolex when it was sold at a Phillips auction for \$17.8 million in 2017. Now with a \$17.8 million auction price, Paul Newman's "Paul Newman" ...

The Story of Paul Newman's \$17.8 Million 'Paul Newman' Rolex

Drake, meanwhile, doesn't even need a birthday to give his buddy a nice gift: a custom Rolex Day-Date outfitted with a Chrome Hearts bracelet. Lil Baby posted an image of the watch to Instagram with a ...

Drake Knows the Best Gift Is a Customized Rolex

Trio posed as prospective buyers of luxury watches before ambushing sellers armed with guns, crowbars, knives and hammers.

Gang jailed for 25 years over string of armed Rolex robberies in Golders Green

Zara Tindall and her husband Mike Tindall opted against

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taking in the Wimbledon action from the Royal Box - find out ...

Why Zara and Mike Tindall once shunned the Royal Box at Wimbledon

They dominate conversations in the form of Tyler, the Creator's Cartier Crash or Ed Sheeran's charmingly retro Rolex GMT. But Roger Federer knows that sometimes nothing measures up to a brand-new ...

Roger Federer's Vintage-Looking Rolex Is Brand New
TOP 5 watches with unusual magnifier ? A crazy list with the kind of magnifiers you don't see every day ? But did Rolex make the list? ? ...

Top 5 Watches With Unusual Magnifiers — Mirvaine, Orion, Angelus, But No Rolex!

Just because this developing story is happening right here in Dallas where WCL is based, we are covering this story that is outrageous, to say the least. After doing our research, we found information ...

Dallas Grey Watch Dealer 'The Timepiece Gentleman' Seems to Have Vanished

A Lichfield auction proved to be the one to watch as bidders from across the world battled over a 'timeless' collection.

Time flies at Lichfield auction as rare watches go under the hammer

The cost of living leaped in June by the largest amount since 2008 as inflation spread more broadly through the U.S. economy, raising fresh questions ...

The cost of living posts biggest surge since 2008, U.S. CPI

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shows, as inflation spreads through economy

Drake has reportedly gifted a custom Chrome Hearts -branded Rolex to fellow rapper, Lil Baby. Throughout their careers, both have linked up a handful of times, with Lil Baby recently appearing on ...

Drake Gifts Lil Baby a Customized Chrome Hearts Rolex

The National Sailing Hall of Fame announced this week the 11 sailors who comprise the 11th class. The 2021 inductees are: • Alexander "Red" Bryan and Cortlandt B ...

11 to be inducted into the National Sailing Hall of Fame during ceremony in Newport

The Jacksonville Sheriff's Office's latest auction of confiscated items goes heavy on the bling, with gold and diamond jewelry, watches and mores.

Diamond bracelets, Rolex watch, Chevy Astro van and more top JSO auction list

Wednesday's shocking news that Ganassi was selling his entire NASCAR racing operation—lock, stock and barrel—to Justin Marks and Trackhouse Racing at the end of this season is kind of hard to believe, ...

Many Layers Below the Surface of Chip Ganassi's NASCAR Exit

Bamford, 39, is the scion of the JCB construction dynasty, and the story of his custom outfit began, in a way, on his 21st birthday when he was gifted a Rolex Daytona. Upon wearing it to a dinner ...

How to get your Rolex to be even more exclusive

Online sales of the luxury watch remain low at only 25% of the total sales for pre-owned luxury watchOffers authenticity

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guarantees and certifications by professional and experienced watch ...

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.

* An exhaustive appraisal of the Rolex watch, including studies of vintage models, current designs and special editions* Learn how to spot fakes using the same clues as the experts* 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

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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.

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.

PRESENTAZIONE: PER SAPERE TUTTO SUI ROLEX DAYTONA MODERNI E D'EPOCA ROLEX DAYTONA STORY descrive ogni singola referenza Daytona, dalle origini fino ad oggi e fornisce tutte quei dettagli che sono indispensabili al collezionista, all'appassionato e al commerciante. Per tutte le referenze si specificano le date d'inizio e fine produzione e per ogni modello si approfondiscono tutte le caratteristiche che determinano il valore e la rarità dell'orologio. Tutte le illustrazioni di questo volume sono esattamente come i collezionisti le hanno sempre desiderate: grandi, belle e raffiguranti ogni minimo particolare di tutti gli orologi! Sei un collezionista di orologi e

vuoi sapere ogni minimo dettaglio dei Rolex Daytona? Ti sei appena avvicinato al mondo dei Rolex e vuoi risposte certe ai tuoi dubbi? Sei un commerciante di orologi e vuoi sapere esattamente cosa compri e cosa vendi? Vuoi conoscere il reale valore dei tuoi Daytona? Vuoi conoscere il reale valore dei tuoi cronografi Daytona? Per tutto questo e molto altro ancora, questo libro è perfetto per te ! In allegato i prezzi aggiornati di tutti i Rolex Daytona in produzione e le valutazioni dei modelli di secondo polso. In omaggio la valigetta 24 Ore personalizzata Daytona. ARGOMENTI Le date salienti del Daytona, la tabella cronologica di produzione, i quadranti "Paul Newman", i fabbricanti dei quadranti Daytona, la lettera greca "sigma", i quadranti personalizzati, i quadranti virati, i calibri utilizzati e le loro differenze, i quadranti di fornitura, i pulsanti, le ghiera, le corona di carica, i quadranti "underline", i "Tropical Dial", i bracciali, i punzoni dell'oro, i quadranti porcellanati, 6 dritto e 6 capovolto, le valutazioni aggiornate di tutti i Daytona d'epoca e moderni Sono descritti tutti gli elementi degli orologi: ghiera, quadrante, pulsante, calibro, cassa, fondello, viraggio del quadrante, diametro, lancette, indici, movimento, anse, Sigma, corona di carica, garanzia, periodo di produzione e referenze. ROLEX DAYTONA: IL MITO CHE CRESCE Invito tutti coloro che hanno il privilegio di sfogliare queste pagine, a godersi tutti i particolari di questo libro, certo che vi emozionerete, proprio come ci siamo emozionati noi, con la bellezza e il potere che questi orologi emanano. Osvaldo Patrizzi

In this virtual catalog of Rolex wristwatches, collectors and buyers will find 3,621 wristwatches in over 14 different model lines: Oyster, Bubbleback, including Chronograph, Submariner, Explorer, and more. Each watch is shown in full color, with the most important technical details as well as

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reference numbers, and year of manufacture provided. This variety of information is of inestimable worth for the wristwatch collector and buyer. In one place, for example, they can see the typical Oyster from the 1940s and nearly all the case and dial variations that were available. The same applies to all the lines made by Rolex. In short, for everyone who collects Rolex or only wants to acquire a beautiful vintage wristwatch with the crown, this book an absolute must. An illustrated history of the Rolex waterproof wristwatch is included.

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

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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 allso 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.

PRESENTATION: ROLEX DAY-DATE, THE “PRESIDENT’S WATCH” The Rolex Day-Date is the first wristwatch which indicates the date and the day of the week. In 1956 Rolex presents one of its most successful and most popular watches ever: the Day-Date,. This model is one of the world’s most famous Rolex watches; classic, beautiful, functional, useful and elegant. In 2008 a new chapter of this watch, the Day-date II (ø 41 mm) and in 2015 the new Day-Date 40. Known as “President’s Watch”, this Rolex Day-Date has characterized and influenced the history of horology with developments and innovations during the years. With high definition unreleased images, technical details, dials

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variants, history and updated price of every model, this book analyses every reference from 1956 until today. TOPICS In this book the authors examine calibers, dials, cases, bracelets and many more components of every model. You'll find all dials with their variants of color (Stella dial) and material (lapis lazuli, root wood, meteorite, etc). Furthermore: the first Rolex Day-Date, 1800 series, "pie-pan" dials, 18000 series, personalized dials, special series, vintage advertisements, box, papers, Oysterquartz Day-Date, 18200 and 18300 series, Day-Date II, Day-Date 40 and much more. We can read from an official Rolex document: « THE BIRTH OF THE "DATEJUST" AND THE "DAY-DATE" Not satisfied with having realized a selfwinding waterproof watch, we decided to dedicate ourselves to studying the calendar watch. This is how the "Datejust", which clearly indicates the date on the dial in a small aperture with a Cyclops lens which enlarges it so as to make it easier to read, was born. The next stage was the launch of the "Day-Date", a perfected model which also indicates, with letters, the days of the week. The day and the date automatically change every evening at midnight. » These are the words of Roger Federer, a living tennis legend, about his Day-Date II: "The reason I like my Day-Date so much is because it is a legendary watch, elegant but with a certain spirit, with a touch of modernity added to its stylish black dial".

"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

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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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