

## 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, ...

### 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 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 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 watch Offers authenticity 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.

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, the winding crowns, the "underline" dials, the "Tropical Dials", the bracelets, 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.

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.

\* 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

collectors. Horological 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 culmination 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: 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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