

## The Rolex Story

*The Rolex Story* Schiffer Publishing

*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.*

*The name Rolex is recognized around the world. It has become 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 100 years are celebrated in this lavishly illustrated classic, now in a revised and expanded third edition. Over 30 newly discovered wristwatches are included in this volume, along with new information and a revised value guide. In addition there are detailed looks at some of Rolex's legendary movements. 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. The watches and the extensive information this book offers to collectors make it a truly useful volume, one that will be cherished by watch lovers around the world.*

*Just imagine how exciting it can be to make a new friend when you least expect it! A wonderful story in rhymed verse, *Bertram Finds A Friend*, shows us how trust, compassion and respect can lead to forever friendships!*

*Dime Store Novellette's Three*

*Rolex Hb*

*100 Superlative Rolex Watches*

*A Complete Visual Reference & Unauthorized History*

*Celebrating Men's Watches*

*The Rising Chinese Economy and Its Impact on the Global Economy, the Balance of Power, and Your Job*

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.

**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.

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 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.

- An important new reference for all Rolex lovers and collectors - Written by experts Osvaldo Patrizzi and Mara Cappelletti and introduced by the Chairman of Sotheby's International Watch Division, Daryn F. Schnipper - 385 key models, with analysis of details and prices realized at auction - Contains a history of luxury wristwatch auctions and relevant information for collectors looking to invest - The first part of a series, with Investing in Wristwatches: Patek Philippe to follow Why do we collect? For some, it is a pursuit of pure passion - those who appreciate the wristwatch as an artform: the intricacy of its mechanics, the finesse of its form. Yet for others, collecting is an investment, and a watch's value is of as much importance as its appearance. All collectors ought to have a guide to models and market value. Investing in Wristwatches: Rolex offers detailed insights into the world of authenticating and pricing high-value wristwatches, which will be of use to collectors from amateur to connoisseur. This publication includes the vast majority of key Rolex models, along with their relevant auction results. The timepieces featured have been carefully selected by Senior Horological Expert, Osvaldo Patrizzi. These wristwatches excel for a

diverse range of reasons, including technical excellence, auction records, design and anecdotal history. A description of each watch is accompanied by its picture, reference and sales values (rights included). A comparative analysis of auction results, compiled through close collaboration with the Sotheby's auction house, shows, by brand and timepiece, the evolution of prices over time, leading from the Eighties up to the present day. A system to calculate the currency exchange rate at the time of auction sales will also be included in this vital work of reference.

[Rolex Daytona Story](#)

[Golde Rolex Story Ecuador & More](#)

[Rolex Encyclopedia](#)

[Vintage Wristwatches for the Discerning Collector](#)

[The Rolex Oyster](#)

[The Book of Rolex](#)

**COLLECTING ROLEX SUBMARINER: PRESENTATION OF SUBMARINER, SEA-DWELLER AND DEEPSEA** Collecting Rolex Submariner is an updated and complete book about Rolex Submariner, Sea-Dweller and DeepSea. The strong importance of these models in the international market has given life to this important book, a true worldwide best-seller. During the years, these models have achieved an impressive collectable and economical value. Thanks to well documented and meticulous research, the authors have managed to create a real “ Bible ” of modern and vintage models. Are you a watch collector and want to know every minimum detail about these models? Have you recently approached the world of Rolex watches and are looking for assured answers to your doubts? Are you a watch dealer and want to know exactly what you are buying or selling? Do you want to know the real value of your watches? For all this and much much more, this book is perfect for you. TOPICS With over 800 highest quality photographs, this book describes in a highly detailed way: Submariner James Bond (ref. 6204, 6205, 6200, 6538, 6538 A, 6536, 6536/1, 5508, 5510) Submariner No Date (ref. 5512, 5513, 5514, 5517, 14060, 14060 M, 114060) Submariner Date (ref. 1680, 1680/8, 16800, 168000, 16803, 16808, 16610, 16610LV, 16613, 16618, 116610, 116610LV, 116613, 116618, 116619) Sea-Dweller (ref. 1665, 16660, 16600, 116660) All the possible variants are illustrated and described for all these references, as for example: 5 Marks of the “ green bezel ” , ref. 16610LV, Customized dials, 6 Marks of the ref.1680, Comex, 4 Marks of the ref. 1665 “ double red ” , 4 Marks of the ref. 1665, Faded, rare replacement dials, limited editions, bracelets and much more. The book also provides the updated estimates of all published watches. Many fine details are illustrated for each watch: the case number, the bracelet and its references, the winding crown, the case back, the dial, the caliber with its respective year of production and the various references.

No Swiss watch brand has a more powerful reputation than Rolex. The name has long been synonymous with luxury watches of enormous prestige and the highest quality. Since the Genevan manufacturer's founding by Hans Wilsdorf in 1908, these precious timepieces have become coveted around the world. In this overview, become acquainted with Rolex's exciting history, which has been almost constantly characterized by success and expansion. At the same time, examine the highlights of the most important models, primarily from the current collection, presented here in detailed images with complete technical specifications and accurate prices. This compact volume is a fine starting point for the novice collector and an efficient guide for the aficionado. This celebration of high-end men s wristwatches is a collection of essays, timelines, and more than 250 color photographs. Aimed at collectors, watch enthusiasts, and anyone with an interest in fashion, the book ranges from in-depth looks at specific models, including classics and contemporary timepieces, to overviews of pilot s watches, diver s watches, and other watches developed for various purposes. Short essays and timelines take a look at pop culture, including topics such as cars and watches, watches in space, watches in films, famous advertising campaigns, and celebrities and their timepieces. Learn about today s customized watches, smart watches, and a watch that shows the time in words only. Featured watch brands include Audemars Piguet, Omega, Rolex, IWC, Patek Philippe, Hublot, Tag Hauer, and more. The author also presents his top 10 list for the ultimate watch collector."

A comprehensive reference guide to Rolexs sports model watches, including the Submariner, Explorer, GMT-Master, Turn-O-Graph, Milgauss, and Cosmograph watches, from 1952 to 1990. More than 140 vintage models are described in detail, with the watches shown in chronological order. Color photographs illustrate every watch model, with hundreds of diagrams providing clear and useful information. Also included is a current price guide for every model shown in the book.

[The Best of Time, Rolex Wristwatches](#)

[Collecting Rolex Submariner](#)

[Investing in Wristwatches](#)

[Rare Watches](#)

[Steel Rolex Acciaio](#)

[Rolex: The Impossible Collection](#)

The early 2000s were an important period, spanning a time when mechanical watches had quite rightly retaken their place in the world market. We all may have a digital device in our pocket that is more accurate than a mechanical watch, but a timepiece has soul, personality, and history. The collection in this book is a step into the world of vintage watch collecting, with a range of photographs, intricate research, and accessible reference material that will intrigue both the casual and avid enthusiast. The collection showcases some of the most interesting, luxurious, and functional 20th-century (1930-1980) mechanical timepieces ever to be produced, including Heuer's Autavia, Rolex's Submariner, Gallet's MultiChron, Zenith's De Luca, and the Universal Space Compax.

“ /i>h3>'Rolfe explores the fascinating link between heels and both physical and psychological power. Divided into four shoe categories and accompanied by archival images from the pages of British Vogue, the book provides a charming documentation of what is arguably fashion's most powerful accessory - from sleek Chanel sling-backs

to brazen creations by Balenciaga.' - British Vogue 'You can never take too much care over the choice of your shoes. Too many women think that they are unimportant, but the but the real proof of an elegant woman is what is on her feet.' - Christian Dior There is an indefinable magic, mystique and fascination about high-heeled shoes that passes all understanding or logic. How can you explain that the simple act of pointing your toes and gently slipping them into a pair of towering heels can be such a powerful experience physically, psychologically and emotionally? As British Vogue has charted over the last hundred years, by stepping into a pair of heels, a woman's personality is instantly transformed. Divided into the categories of Fancy Footwork, Enduring Classics, Step Up and Rainbow Heels, British Vogue's archive of fashion photos has been plundered to showcase the most beautiful, memorable, rule-breaking and trend-setting heels to be photographed in its 100-year history. Published simultaneously with Vogue Essentials: Lingerie. This irresistible new series from Conran Octopus and British Vogue explores the key pieces in a stylish woman's wardrobe and features photographs from Vogue's peerless archive of more than a million pictures.

"Rolex was established in 1908, a century ago, so one hundred years have passed from that day to the publication of this volume in which the author, John Goldberger, illustrates what he considers to be the 100 most beautiful examples ever produced. One hundred years of life, and one hundred examples, traced back through time thanks to painstaking research, with the collaboration of some of the most renowned collectors in the world, and photographed to show the characteristics of the movement, case and dial of each example in the best possible way. The top one hundred, we could say, also to narrow down the field of research, which would otherwise have been incredibly vast, to grasp the essence of a brand that has probably contributed more than any other to the development of the wristwatch. Giampiero Negretti Over 700 colour illustrations and 400 descriptions provide the collector and watch enthusiast with invaluable information on reference numbers, watchcases, faces, movements, related calibres and the year of production of each watch. The book is divided into seven chapters: Watches with a destiny; Oyster; Chronograph and moon phases; Oyster chronograph and moon phases; Datejust, Day-Date; Sport Models; Cosmograph."--BOOK JACKET.

Rolex, founded in 1905 by Hans Wilsdorf, is a Swiss company manufacturing, distributing and selling luxury watches. Its flagship Oyster exists since 1945. With a turnover of CHF 4.5 billion in 2012, it is the first global brand of luxury watches at Omega and Breitling In 1905, Hans Wilsdorf moved to London and founded with his brother Alfred Davis, a watch manufacturing company called their two names, Wilsdorf & Davis. At that time, the majority of the production is done in Switzerland, the architects of this country then being alone can make small enough mechanical movements to fit in a pocket watch.

Explore the World's Most Exquisite Timepieces

Watches Inspired by Sailing, Yachting and Diving

Deluxe Edition

Filth

An Unauthorized History

A comprehensive, data-driven desk reference guide, to the world's favorite vintage watches. A companion to the acclaimed Field Guide, this is an enhanced, revised and extended edition with richer content and more data.

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: STAINLESS STEEL ROLEX This book is about all stainless steel Rolex watches, both modern and vintage models. The stainless steel is an alloy, mainly composed of iron and carbon, which is resistant, shiny, but above all... fashionable. A Rolex watch must work and perform even in the most hostile environment. With the passing of time, the techniques of stainless steel production have continuously evolved. Therefore there are different types of steel which have been used by Rolex (i.e. Rolesium: a Rolex patent from 21 May 1932 to arrive today to 904L steel). Technical details, historical profiles, characteristics of all Rolex watches in stainless steel will satisfy your professional needs and will also represent a useful guide to invest in these watches. TOPICS Between the topics of the book we can find: The whole Oyster line Push-Back case Rolex watches: those models with the snap on the case Chronographs: this chapter is divided in two parts – chronographs with push-back case and chronographs with Oyster case The "Masters": the most complicated Rolex watches The military models: Rolex watches that were part of the equipment of different army soldiers. Between the models in this chapter:

Submariners, Cosmographs, GMT-Master and Turn-O-Graphs. The Panerai Rolexes: those Panerai models with a Rolex movement. These watches achieved a very high value by Mario Paci. Comex: all Rolexes produced for Comex. Not only Submariner and Sea-Dweller but also Explorer and GMT-Master. Personalized dials: those Rolex watches with dials characterized by different logos, such as logos of companies, countries, ministers, Rolex retailers and much more. Faded dials: those examples with turning color dial. The most relevant colors are brown, light green and cream. Rare and particular dials: Rolex watches with pulsometer, underline, albino, black out, cern, 3-6-9 dials Bamford: Rolex watches personalized by Bamford Watch Department It is an updated and complete edition which provides technical details, history, scrutinized descriptions, high quality images and updated prices of Rolexes in stainless steel. The book comes with the updated price list of all published watches.

The first watch connoisseur's guide to explore a century of high-performing, stylish chronometers for watersports adventures above and below the waves--sailing, yachting and diving. From the Rolex Submariner, Omega Seamaster and Blancpain Fifty Fathoms to dive watches by DOXA, Tudor, IWC, Patek Philippe and TAG Heuer, SEA TIME: Watches Inspired by Sailing, Yachting and Diving takes a pinpoint-periscope look at more than 100 contemporary and vintage nautical-inspired mechanical timepieces. With a foreword by best-selling adventure novelist Clive Cussler and images by fine-art photographer Peter Eaton Gurnz, SEA TIME--written by Aaron Sigmond and Mark Bernardo--interweaves history, the sailing-countdown chronographs and dive watches' classic style in a comprehensive, first-of-its-kind monograph. A detailed look at the development and history of these oceanic- and coastal-inspired chronometers is followed by an encyclopedic index: chapters include "The Icons" (the dozen most classic dive watches ever made), "Sailing and Regatta Watches," "Dive Watches" and--for those merely lounging instead of plunging into the briny deep--"By the Pool and At the Shore." Informative and visually striking, this captivating guide is the ideal gift for watch collectors and timepiece devotees, as well as all those who have a timeless appreciation for rakish, sporty style. SEA TIME, a sequel to the much-lauded DRIVE TIME: Watches Inspired by Automobiles, Motorcycles and Racing, is, like its predecessor, the first book of its kind.

The Chinese Century

The Watch Book Rolex

Rolex, New, Extended Edition (gold)

Vintage Rolex

Iconic Watches and Stories from the Men Who Wore Them

Chasing Time

'A gorgeously indulgent new coffee-table heavyweight.' - Esquire magazine 'An ode, a love letter, and a paean to family tradition while also being a celebration of the longevity of the Rolex brand, this tome is encyclopedic and monumental in its scope.' - New York Journal of Books For more than a century, Rolex has stood apart as the most legendary brand of watch in the world. Ever the record setter--the Daytona, belonging to actor Paul Newman, was auctioned by Phillips in New York in October 2017 for \$17.8 million--it comes as no surprise that Rolex is the most collected watch label in the world. Published to celebrate The Vintage Watch Company's 25th anniversary in 2020, the book contains a unique pictorial collection of vintage Rolex watches that have passed through the shop during the past 25 years. From early Rolex pocket watches to the world's first wristwatches, elegant in their simplicity yet revolutionary in their impact, to the very first Submariners, iconic Daytonas, and jewel-encrusted Crown collections, the mesmerizing archive of vintage timepieces charts the extraordinary rise of an extraordinary brand.

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.

The Watch is the most popular book on vintage and contemporary mechanical watches, appealing to both beginners and experts. In the decade since it was published, the international audience of watch lovers and watch collectors has grown exponentially. It's time for The Watch, Thoroughly Revised. For

this new edition, the original author, Gene Stone, is joined by Stephen Pulvirent of Hodinkee.com. Together, they have thoroughly revamped the book to reflect the current state of the watch world, with the addition of new brands, new models, and more focused and nuanced coverage of the traditional brand leaders, including Rolex, Patek Philippe, Omega, and TAG Heuer.

Rare Watches features more than fifty of the most unusual watches in the world, including incredible one-off models and collector's editions. From watches that have set new records in auction houses, to feats of modern technology and engineering, via iconic models worn by figures such as Elvis and James Bond, this book appeals to professionals, collectors and amateurs alike. The photography in this book was organized in collaboration with Christie's auction house, displaying some of the rarest, most expensive and desirable watches ever. Complete with slipcase, this is a beautifully packaged look at some of the world's most sought-after timepieces.

A Man & His Watch

The Essential Collectors Reference Guide

Sea Time

Tudor Anthology

Vogue Essentials: Heels

Rolex

***By 2015, China may well have the world's largest economy. In The Chinese Century, Oded Shenkar shows how China is restoring its imperial glory by infusing modern technology and market economics into a non-democratic system controlled by the Communist party and bureaucracy. Shenkar shows why China's quest for global success differs radically from predecessors such as Japan, India, and Mexico... why it represents a fundamental restructuring of the global business system... and why it will transform the roles of participants in the global economy. He previews tomorrow's new competitive ground rules, terms of employment, and consumption patterns, and shows how Chinese ascendancy is redrawing political, economic, and social battle lines. Learn why the U.S. is most vulnerable to China's ascent... how China's disregard for intellectual property creates sustainable competitive advantage... how China's growth impacts global businesses and individual purchasing decisions. Above all, Shenkar shows what you must do to survive and prosper in "The Chinese Century."***

***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 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".***

***\* 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 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.*

*For more than a century, Rolex stands apart as the most coveted and most legendary brand of watches in the world. A Rolex connotes many things: the quintessence of the luxury timepiece, a tool of power for movers and shakers, the symbol of passage into adulthood. New labels pop up, styles come and go, but the brand at the top never changes. Ever the record setter—the Daytona that had belonged to Paul Newman was auctioned by Phillips in New York in October 2017 for \$17.8 million—it comes as no surprise that Rolex is the most collected watch label in the world. The history of Rolex is rooted in the visionary spirit of its founder, Hans Wilsdorf. In 1905, young Wilsdorf founded a company in London for the distribution of timepieces, but his true dream was to produce wristwatches—in their infancy at the time, and not very precise—that would be technically durable and reliable, and supremely elegant. The company first concentrated on producing the highest quality movements, and this quest for precision rapidly led to the first wristwatch in the world to receive the Swiss Certificate of Chronometric Precision, granted by the Official Watch Rating Centre in Bienne in 1910. Four years later, Kew Observatory in Great Britain awarded a Rolex watch a class A certificate, a distinction that had been previously reserved exclusively for marine chronometers. From that date forward, the Rolex wristwatch has been synonymous with precision. Over the last 100 years, Rolex milestones include: the first waterproof watch, the first self-winding mechanism, the first wristwatch to fly over Mt. Everest, the first diver's watch waterproof to 100 meters, the first to withstand magnetic fields of 1,000 gauss, the first to descend the Mariana Trench. Selected by specialist Fabienne Reybaud, each of the exceptional Rolex watch models in this beautiful handcrafted Ultimate Collection volume showcase the most valuable and technically innovative models the luxury watchmaker has produced, including watches never seen in print before: From the first wristwatch dating to the early 1900s and the first Oyster Perpetual from 1931, to an Explorer worn during Sir Edmund Hillary's expedition to the summit of Mt. Everest in 1953 and the Submariner worn by actor George Lazenby in the James Bond film On Her Majesty's Secret Service, they are sure to astonish collectors the world over. Selected by specialist Fabienne Reybaud, each of the exceptional Rolex watch models in this beautiful handcrafted Ultimate Collection volume showcase the most valuable and technically innovative models the luxury watchmaker has produced, including watches never seen in print before: From the first wristwatch dating to the early 1900s and the first Oyster Perpetual from 1931, to an Explorer worn during Sir Edmund Hillary's expedition to the summit of Mt. Everest in 1953 and the Submariner worn by actor George Lazenby in the James Bond film On Her Majesty's Secret Service, they are sure to astonish collectors the world over.*

**Story & Luxury**

**1905-1948**

**3,261 Wristwatches**

**An Unauthorized Reference Book for the Rolex Enthusiast**

**Vintage Rolex® Sports Models**

**Rolex Day-Date**

"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. Legend Has It "Pepe The Pinke Pygmy Dolphin!" Has Been Spotted Like The "Loch Ness Guy!" In The "Gulf Of Guayaquil W/ My "Golde Rolex!" On His "Flipper!" Smile's "Don!"

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: Bezel - 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.

Suitable only for persons of strong constitution. Contains: Drug use Perversion Murder Corruption Sexism Racism Law Enforcement And a tapeworm

The Rolex Report

The Watch, Thoroughly Revised

The Largest Collection in the World

Bertram Finds a Friend!

The Rolex Story

Rolex GMT-Master

Today Rolex Passion is the most updated edition on Rolex wristwatches: a book that illustrates and describes all vintage and modern models, including timepieces introduced at Baselworld 2017. Rolex Passion also represents the first "social book" by Mondani, tradition combined with the future: the code QR on the cover of the book takes you directly to our page on Facebook ("Rolex Passion by Mondani"), which has more than half a million followers and is updated with images and information about different watches every day. On this page you can also find watches that are on sale at the most reliable and known retailers worldwide. Another important new element of this book is the large section entirely dedicated to the Rolex watches of our Clients and Followers from all over the world, with unpublished pictures, which arrive directly from the network profiles of our Clients and Followers. A unique opportunity to see wonderful timepieces in constantly different and original contexts. Furthermore, "Rolex Passion" is also the first book of the dealers, since it includes a large chapter on dealers, retailers and vendors worldwide, who are recommended to you by Mondani. This book is perfect for those who are approaching the world of Rolex watches. "Rolex Passion" takes the reader on a journey through the entire production of watches and illustrates the history and the main technical features of all the references. This volume should be present in the bookcase of our Clients, who already own other editions by Mondani, since it is a real novelty, which allows one to follow the most active and updated page about Rolex on Facebook. The preface of this book was written by Roman Sharf, a dealer of new and second wrist luxury watches in Philadelphia. He is esteemed throughout the world and has great experience in the watch market. ROLEX PASSION TOPICS: Rolex Passion describes on more than 350 pages the whole production of the Genevan Maison from the first models up to the present day. This book also illustrates important details, small differences, special features of bezels, dials and hands and a lot more. Rolex Passion is divided in categories in alphabetic order and represents a general guideline, which describes all the references, but also satisfies the demands of those who require more detailed information, for example: the customized Serpico y Laino dials, the chronographs, which were produced only in very small numbers, the characteristics of the Paul Newman models, watches with tropical dials, the calibers, the timepiece, which was called "Padellone," the evolution and the range of dials of the Datejust and Day-Date, the Texano, the complications of the Sky-Dweller, the evolution of the diver's models from the James Bond up to the James Cameron, the Oysterflex, the ceramic bezel inserts (including those of the modern Daytona), etc. The last chapters describe all the models, which were presented at Baselworld, like for example the Sea-Dweller, ref. 126600 with red writing, the new Sky-Dweller in stainless steel with a blue dial, the Yacht-Master with a sapphire and diamond set bezel and a lot more. The chapter "Shots from the Web" is absolutely new. It illustrates photos of Rolex watches from all over the world: models, which are rare or common, modern or vintage, in good or less good condition, are presented on different and original backgrounds.

The Story of Rolex

Rolex Highlights

The Vintage Rolex Field Manual

Rolex Passion

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