ABOUT ROLEX

AN UNRIVALLED REPUTATION FOR QUALITY AND EXPERTISE

Rolex is an integrated and independent Swiss watch manufacture. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Perpetual watches are certified and tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by independent external organizations.

"SUPERLATIVE" – inscribed on every Oyster watch – represents the philosophy and values of Rolex. It embodies the notion of perpetual excellence instilled by the brand's founder, Hans Wilsdorf, which drives the company forward and carries through into everything it does. This ethos led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the brand's first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered more than 700 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components. A fifth site, also in Switzerland, is under construction and is expected to open in 2029. Rolex carries out its own manufacturing operations, from casting the gold alloys to machining, crafting, assembling and finishing the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration.

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