

Rolex Watches

Rolex is the world's largest brand of luxury watches and is termed by experts as a 'pioneer' in the luxury wrist watch(es) industry. Manufacturing about two thousand watches on average everyday and having revenues exceeding US\$ 3 billion, rolex is the undoubtedly the market leader in the luxury watch market. The history of rolex can be traced back to 1905 when Hans Wilsdorf and his brother in law Alfred Davis laid the foundation of a watch distribution company 'Wilsdorf and Davis,' a company dealing with the distribution of watches, in London. Wilsdorf registered the 'Rolex' brand trademark in La Chaux-de-Fonds, Switzerland in 1908. Wilsdorf moved the 'Rolex' company registered in 1915 to Switzerland in 1919 changing its name to Montres Rolex, SA and Rolex, SA respectively. Rolex is known as the market leader and pioneer in the luxury watch market and has several firsts to its name including the first wrist watch automatically changing the date, the first wrist watch automatically changing both the date and time, the first waterproof wrist watch case to a hundred meters, and the first wrist watch to display the time in two different zones at the same time. Rolex also became the first ever winner of the prestigious chronometer certificate in 1914 and the class A precision certificate that had previously been awarded only to marine chronometer by Kew Observatory, UK. Rolex currently holds the record for most certified chronometer movements in the category of wrist watches. Rolex has three main lines of wrist watches which are; Oyster Perpetual, Professional and Cellini. It also makes and sells less pricey watches under the Tudor brand. Tudor watches are popular in Europe and the Far East despite the fact that their sale was discontinued in America in 2004. Some of the modern rolex models are Air-King, Date, Datejust, Datejust II, Datejust Turn-O-Graph, Lady Datejust Pearlmaster, Daytona and Paul Newman Daytona, Day-Date, Day-Date II, Day-Date Oyster Perpetual, Explorer, Explorer II, GMT Master II, Masterpiece, Milgauss, Oysterquartz, Sea Dweller, Sea Dweller DeepSea, Submariner, Yacht-Master, and Yacht-Master II. Cellini is Rolex's line of formal wear watches. Some of the most popular watches in the Cellini line are Quartz Ladies, Quartz Mens, Cellinium, Cestello Ladies, Cestello Mens, Danaos Mens and Prince. Rolex is the official watch of Wimbledon and the Australian Open Grand Slam. Some of the most well known Rolex owners are Che Guevara and Roger Federer. Moreover, various models of Rolex watches have been worn by the actors playing James Bond in eleven Bond movies. Rolex is the one of the very few available brands in the market that produces specialized watches for extreme sports including but not limited to deep sea diving, mountain climbing and aviation.

About the Author

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