

ROTARY



THE ROTARY JOURNAL 2017-18



ROTARY

QUALITY | HERITAGE | BRITISH DESIGN

QUALITY

Rotary celebrates over 120 years of watchmaking expertise. Attention to detail, and experience ensures this Brand offers product of quality and exceptional value for money.

HERITAGE

Rotary is renowned for its Swiss heritage .This legacy was brought to life by Swiss watchmaker Moise Dreyfuss in 1895 in the Swiss town of La Chaux de Fonds - a family passion that carried on for four generations.

BRITISH DESIGN

1907, Rotary moved its headquarters to London, bringing across the very best in watchmaking techniques and considerations. With an experienced British design team with all products designed in our London headquarters, the classic design inspiration comes from the Heritage of the past, combined with contemporary cues of the future

GUARANTEE

2 YEAR INTERNATIONAL GUARANTEE

- With the option of extending it, free of charge for an additional 12 months.
- The 12 month extension is applied for through the website – www.rotarywatches.com

This guarantee is valid provided that your Rotary watch was sold by an authorised Rotary dealer and that the Guarantee Card was fully and properly filled out by the latter.

This guarantee covers the defects in material or resulting from manufacturing of the watch. It does not include transport and insurance cost.

GUARANTEE EXCLUSIONS

- Battery
- Austrian Crystals
- Glass
- Bracelet or Leather Strap
- Damage resulting from an accident, normal wear, negligence, or misuse.
- Intervention of any person not authorised to repair Rotary watches.
- Loss and theft

AFTER SALES SERVICE

Luxco Importers is the official exclusive agent for Rotary in South Africa and surrounding countries. With our head office and service centre situated in the Sandown suburb of Johannesburg, we are perfectly located to serve you. Should you require any service or repair on your Rotary watch, you are welcome to bring it to our service centre or take it to your nearest Rotary retail store.

SERVICE CENTRE

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A NEW ERA

OUR IDENTITY

Rotary's journey from its origin to now can be considered anything but a natural progression. It was originally established in 1895 in Switzerland's, La Chaux de Fonds region; very much the cradle of modern watchmaking. It was here that Rotary would develop the key values which have endured today. Meticulous design, exceptional value for money and superb reputation for service.

“Meticulous design, superb build quality and exceptional value for money.”

The company's success and subsequent rapid growth allowed for a unique opportunity. In 1907, Rotary moved its headquarters to London, bringing across the very best in watchmaking techniques and considerations. The brand's influence grew massively during wartime years as it became the official timepiece supplier to the British army. With this accolade, Rotary's popularity grew within the British Isles with every town having its own Rotary stockist.

Over the coming months, Rotary is proud to present a new structured collection which we believe is truly the finest in the brand's history, with product tailored to today's consumer. This combined with an overhauled approach towards branding, advertising and online presence ensures that Rotary remains an institution among retailers and continues relevant to consumers. With Rotary available in over 65 countries worldwide, it is crucial that we present the brand in the right way, honouring our past and having a clear and coherent message of where we wish to be in the future.

With its Swiss origin and British influence, Rotary provides a unique offering which combines over 120 years of watchmaking expertise with a contemporary design ethos.

“Meticulous design, superb build quality and exceptional value for money.”





THE COLLECTION

QUALITY. HERITAGE. BRITISH DESIGN.



PAGE 5

CAMBRIDGE

FLAGSHIP
SOPHISTICATED
EXCEPTIONAL
GENTS' ONLY COLLECTION



PAGE 9

HENLEY

DYNAMIC
ROBUST
SPORT
GENTS' ONLY COLLECTION



PAGE 15

KENSINGTON

DESIRABLE
CHIC
ELEGANT
LADIES' ONLY COLLECTION



PAGE 19

OXFORD

PREPPY
RETRO
CLEAN

GENTS AND LADIES COLLECTION



PAGE 25

GREENWICH

SKELETON
AUTOMATIC
INTRICATE

GENTS' ONLY COLLECTION



PAGE 29

ULTRA SLIM

DRESS
REFINED
SLEEK

GENTS AND LADIES COLLECTION



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WINDSOR

CLASSIC
TIMELESS
TRADITIONAL

GENTS AND LADIES COLLECTION

CAMBRIDGE

The Cambridge collection is a triumph of form and function. The sophisticated aesthetic is augmented with a number of meticulously designed features, including domed sapphire glass, curved hands and hidden crowns.



Key Family Features

- Sapphire Glass
- Automatic, GMT, Multi-function and Chronographs
- Water Resistant up to 100m

MODEL FEATURED - GS05252/01



ROTARY


CAMBRIDGE | GS05252/01 | DOMED SAPPHIRE GLASS | HIDDEN CROWN | AUTOMATIC

ICONS OF BRITISH DESIGN

CAMBRIDGE
Swiss



GB90181/02
Ø 40 mm
GMT



GS90183/02
Ø 40 mm
GMT



GS90085/05
Ø 41.5 mm



GS90086/06
Ø 41.5 mm



GS90087/04
Ø 41.5 mm



GS05250/01
Ø 40.5 mm
Automatic



GS05252/01
Ø 40.5 mm
Automatic



GB05253/02
Ø 42 mm



GB05253/04
Ø 42 mm

HENLEY

The Henley collection caters to an active audience. Models feature refined, dynamic case shapes along with an array of additional features including GMT and chronograph functions.



Key Family Features

- Sapphire Glass
- GMT Function and Chronographs
- Ceramic Bezels
- Water Resistant up to 100m

MODEL FEATURED - GB90172/04



ROTARY


HENLEY | GB90172/04 | SAPPHIRE GLASS | GMT FUNCTION | CERAMIC BEZELS

ICONS OF BRITISH DESIGN



GB90169/02
Ø 43 mm



GB90169/04
Ø 43 mm



GB90170/05
Ø 43 mm



GB90172/04
Ø 41.5 mm
GMT



GB90173/04
Ø 38 mm



GB90173/06
Ø 38 mm



GB90175/06
Ø 38 mm

HENLEY



GB05083/05
Ø 42 mm



GS05083/04
Ø 42 mm



GS05084/06
Ø 42 mm



GS05083/06
Ø 42 mm



GB05108/04
Ø 41.5 mm
GMT



GB05108/24
Ø 41.5 mm
GMT

KENSINGTON

This ladies-only family channels pure elegance. Beautiful case shapes are complimented with intricate dial designs to add a stylish flair.



Key Family Features

- Sapphire Glass
- Water Resistant up to 100m

MODEL FEATURED - LB90186/01/L



ROTARY


KENSINGTON | LB90186/01/L | SAPPHIRE GLASS | QUARTZ

ICONS OF BRITISH DESIGN

KENSINGTON
Swiss



LB90186/01
Ø 28mm



LB90186/01/L
Ø 34 mm



LB90188/01/L
Ø 34 mm



LB90083/02
Ø 30 mm



LB90084/02
Ø 30 mm



LB90081/02L
Ø 34 mm



LB90083/02L
Ø 34 mm



LB90085/02L
Ø 34 mm

OXFORD

The Oxford family combines classic case shapes with contemporary dial designs to offer perfectly balanced models. 3 link stainless steel bracelets and iconic calf leather straps complete the modern, preppy styling.



Key Family Features

- Sapphire Glass
- Calf Leather Straps
- Water Resistant up to 100m

MODEL FEATURED - GS05092/02



ROTARY


OXFORD | GS05092/02 | SAPPHIRE GLASS | CALF LEATHER | QUARTZ

ICONS OF BRITISH DESIGN

OXFORD
Swiss



LB90050/41
Ø 29 mm



LB90054/06
Ø 29 mm



GS90050/02
Ø 38 mm



GS90053/04
Ø 38 mm



GB90050/01
Ø 38 mm



GB90052/01
Ø 38 mm



GB90057/06
Ø 38 mm

OXFORD



GB05092/02
Ø 40.5 mm



GS05092/02
Ø 40.5 mm



GS05092/04
Ø 40.5 mm



LS05092/02
Ø 32 mm



LS05092/05
Ø 32 mm



LB05092/41
Ø 32 mm



LB05093/02
Ø 32 mm



LB05096/02
Ø 32 mm

GREENWICH

The Greenwich collection showcases Rotary's skeleton offering. An aperture on each dial frames the automatic movement powering the model.



Key Family Features

- Skeleton
- Automatic
- Water Resistant up to 100m

MODEL FEATURED - GS02942/01



ROTARY


GREENWICH | GS02942/01 | SKELETON | AUTOMATIC

ICONS OF BRITISH DESIGN

GREENWICH



GS02940/06
Ø 40 mm



GS02942/01
Ø 40 mm



GS05032/06
Ø 40 mm



GS05036/06
Ø 40 mm

ULTRA SLIM

The Ultra Slim collection is sleek and sophisticated. Two step dials allow for a flexible aesthetic and with a case profile of 5.7mm, Ultra Slim models are unparalleled in comfort.



Key Family Features

- Sapphire Glass
- 5.7mm Case Profile
- Guilloché Dial Pattern
- Water Resistant up to 50m

MODEL FEATURED - GS08304/01



ROTARY
WINGS

ULTRA SLIM | GS08304/01 | SAPPHIRE GLASS | 5.7MM CASE PROFILE | QUARTZ

ICONS OF BRITISH DESIGN

ULTRA SLIM



GB08300/01
Ø 38 mm



GB08301/02
Ø 38 mm



GB08303/01
Ø 38 mm



LB08300/07
Ø 27 mm



LB08301/41
Ø 27 mm



LB08303/01
Ø 27 mm

ULTRA SLIM



GS08300/02
Ø 38 mm



GS08303/02
Ø 38 mm



GS08300/01
Ø 38 mm



GS08304/01
Ø 38 mm



GS08303/03
Ø 38 mm



LS08300/02
Ø 27 mm



LS08303/01
Ø 27 mm

WINDSOR

The Windsor family embodies a timeless style; traditional and understated. A keystone of the Rotary collection.



Key Family Features

- Sapphire Glass
- Day/Date Functions
- Water Resistant up to 100m

MODEL FEATURED - GS05303/01



ROTARY


WINDSOR | GS05303/01 | SAPPHIRE GLASS | 3 HAND/DATE | QUARTZ

ICONS OF BRITISH DESIGN

WINDSOR
Swiss



LB90153/07
Ø 27 mm



LB90154/01
Ø 27 mm



GB90153/05
Ø 37 mm



GS90153/01
Ø 37 mm



GS90157/02
Ø 37 mm



LB05300/07
Ø 27 mm



LB05303/03
Ø 27 mm



GB05300/05
Ø 37 mm



GB05301/01
Ø 37 mm



GB05303/03
Ø 37 mm

WINDSOR



GS05300/01
Ø 37 mm



GS05303/01
Ø 37 mm



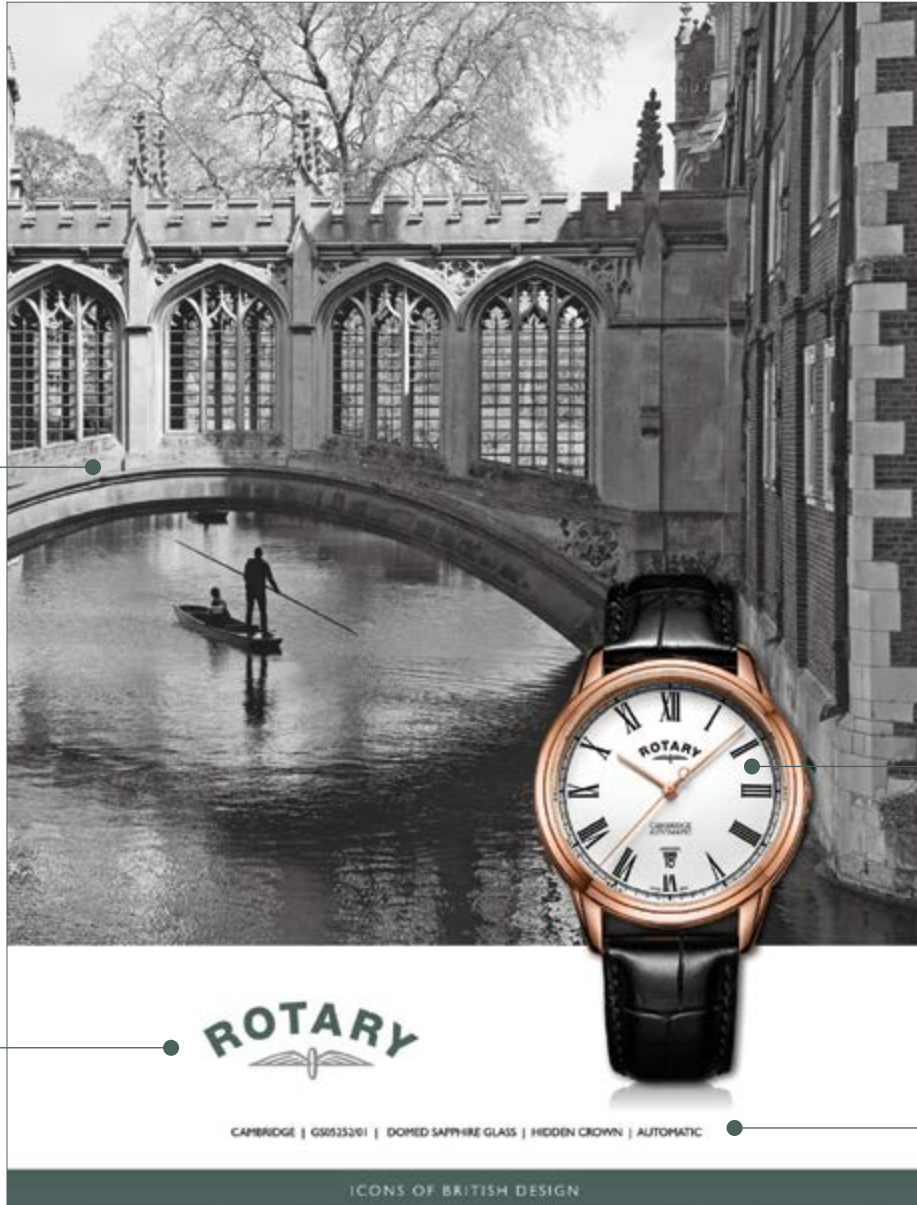
LS05303/01
Ø 27 mm

KEY PRODUCT

High saturation and subtle drop shadow to draw initial focus directly to product.

KEY IMAGE FOR PRODUCT FAMILY

Relevant background image to harmonise with both product and brand.
Desaturated tones allows for a visual consistency across backgrounds.



TAGLINE

Further develops consistency across artwork, additional use of 3308 reinforces brand image.

NEW LOGO COLOUR SCHEME

Pantone 3308 along with Grey (Or silver foil where applicable).

BASIC SPECIFICATION

Small, key spec of featured model provides a technical talking point without compromising visual impact.

LUXCO

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