



THE ROTARY JOURNAL 2018-19



# 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](http://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

Luxco Importers | Ground Floor Block G Pinmill Farm | 164 Katherine Street | Sandown 2196

Nicola Ferreira: [nf@luxco.co.za](mailto:nf@luxco.co.za) | Zaida Choonara: [zc@luxco.co.za](mailto:zc@luxco.co.za)

Tel: (011) 448-2210

Moise Dreyfuss founded the company and established roots in the Swiss watch making town of Le Chaux de Fonds

1895



1905

The company moved its head quarters to London, the business grew and was inspired by iconic British design

The company became a leader in producing affordable gold cases and the Rotary brand was born

1920

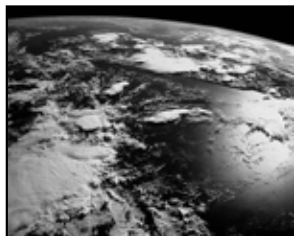


1925

Rotary launches its famous winged wheel logo

Rotary is appointed as official watch supplier to the British army

1940

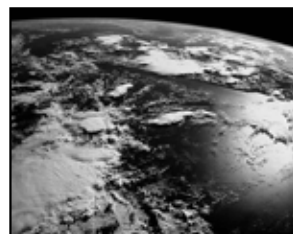


1960

Rotary has a worldwide distribution – today Rotary Watches can be found in over 65 Countries

Rotary sponsors Clipper around the World yacht race

2011





Rotary announces their partnership with Chelsea FC as the Official Global Timekeeper

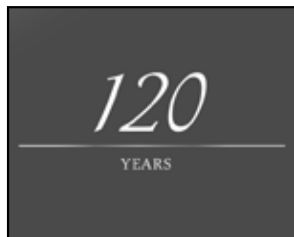


2013



City Champ Watch & Jewellery Group Ltd, one of the major Watch & Jewellery groups, acquire The Dreyfuss Group.

The Dreyfuss Group is awarded the prestigious Queen's award for International trade



2014



2015

Rotary celebrates 120 years

Rotary replaces Waterproof/ Dolphin Standard with a Traditional Water Resistance rating. 2+1 Guarantee also replaces Lifetime Guarantee

2017



TODAY

Today, Rotary has maintained its key values; meticulous British design, superlative quality and outstanding value

# THE COLLECTION

---



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 17

---

## OXFORD

PREPPY  
RETRO  
CLEAN  
GENTS AND LADIES COLLECTION



PAGE 23

## GREENWICH

SKELETON  
AUTOMATIC  
INTRICATE  
GENTS' ONLY COLLECTION



PAGE 27

## ULTRA SLIM

DRESS  
REFINED  
SLEEK  
GENTS AND LADIES COLLECTION



PAGE 33

## CANTERBURY

REFINED  
EXCEPTIONAL  
SOPHISTICATED  
GENTS AND LADIES COLLECTION



PAGE 37

## 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





LB05260/01  
Ø 32 mm



LB05262/06  
Ø 32 mm



GS05280/01  
Ø 28.5 mm



GS05284/04  
Ø 32 mm





GB90181/02  
Ø 40 mm  
GMT  
Swiss



GS05364/20  
Ø 42 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



GS05257/05  
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

- Two Tone Gold PVD
- Sapphire Glass
- Automatic
- Date Window 3H
- Water Resistant up to 100m

MODEL FEATURED - GB05131/05





**ROTARY**  


HENLEY | GB05131/05 | SAPPHIRE GLASS | AUTOMATIC | DATE WINDOW 3H | TWO TONE GOLD PVD

ICONS OF BRITISH DESIGN



GB90169/02  
Ø 43 mm  
Swiss



GB90172/04  
Ø 41.5 mm  
GMT  
Swiss



GB90173/04  
Ø 38 mm  
Swiss



GB90173/06  
Ø 38 mm  
Swiss



GB90175/06  
Ø 38 mm  
Swiss





GB05083/05  
Ø 42 mm



GS05083/04  
Ø 42 mm



GS05084/06  
Ø 42 mm



GS05083/06  
Ø 42 mm





GB05131/05  
Ø 41.5 mm  
AUTOMATIC



GB05108/04  
Ø 41.5 mm  
GMT



GB05108/24  
Ø 41.5 mm  
GMT



GS05108/04  
Ø 41.5 mm  
GMT



GS05108/05  
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.



LB05275/07  
Ø 29mm



LB05277/41  
Ø 29 mm



LB05276/41  
Ø 29 mm





**ROTARY**  


KENSINGTON | LB05276/41 | SAPPHIRE GLASS | QUARTZ

ICONS OF BRITISH DESIGN

# 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**  
Icons of British Design

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

ICONS OF BRITISH DESIGN

## OXFORD

---



GB05092/02  
Ø 40.5 mm



GS05094/02  
Ø 40.5 mm





GS05092/05  
Ø 40.5 mm



GS05092/02  
Ø 40.5 mm



GS05092/04  
Ø 40.5 mm





LB05092/04  
Ø 32 mm



LB05093/03  
Ø 32 mm



LB05094/06  
Ø 32 mm



LB05092/07/D  
Ø 28 mm



LB05093/44/D  
Ø 28 mm



LB05096/02/D  
Ø 28 mm

## OXFORD



LB05092/41  
Ø 32 mm



LB05093/02  
Ø 32 mm



LB05096/02  
Ø 32 mm



LS05092/02  
Ø 32 mm



LS05092/05  
Ø 32 mm



GB90050/01  
Ø 38 mm



GB90052/01  
Ø 38 mm



GB90057/06  
Ø 38 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



GS05350/02  
Ø 42 mm



GS05354/04  
Ø 42 mm





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**  


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



LB08302/02  
Ø 27 mm



LB08301/41  
Ø 27 mm



LB08303/01  
Ø 27 mm

## ULTRA SLIM



GS08404/04  
Ø 40 mm



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

# CANTERBURY

This is a truly iconic collection that fuses extraordinary design and affordability. The Clous de Paris dial adds contrasting texture to the intricate hands and distinctive Roman numerals hour markers ensure this timepiece will catch everyone's attention.



## Key Family Features

- 7-link bracelet
- Domed Sapphire Glass
- 7.6mm Case Depth
- Clasp Butterfly Buckle
- Water Resistant up to 50m

MODEL FEATURED - LB05335/21





**ROTARY**  


CANTERBURY | LB05335/2 | SAPPHIRE GLASS | 7.6 MM CASE PROFILE | QUARTZ

ICONS OF BRITISH DESIGN



GS05330/21  
Ø 40 mm



GS05333/21  
Ø 40 mm



GS02424/21  
Ø 38 mm



GS05338/21  
Ø 38 mm



LB05335/21  
Ø 30 mm



LB05338/21  
Ø 30 mm



LS05335/21  
Ø 30 mm



LS05338/21  
Ø 30 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





LB05300/07  
Ø 27 mm



LB05303/03  
Ø 27 mm



LS05303/01  
Ø 27 mm



GB05300/05  
Ø 37 mm



GB05301/01  
Ø 37 mm



GB05303/03  
Ø 37 mm



GS05300/01  
Ø 37 mm



GS05303/01  
Ø 37 mm





GB05325/01  
Ø 37 mm



GS05325/01  
Ø 37 mm



GS05328/01  
Ø 27 mm

TRADITIONAL  
POCKET WATCH



MP00712/01



MP00713/01



MP00726/01



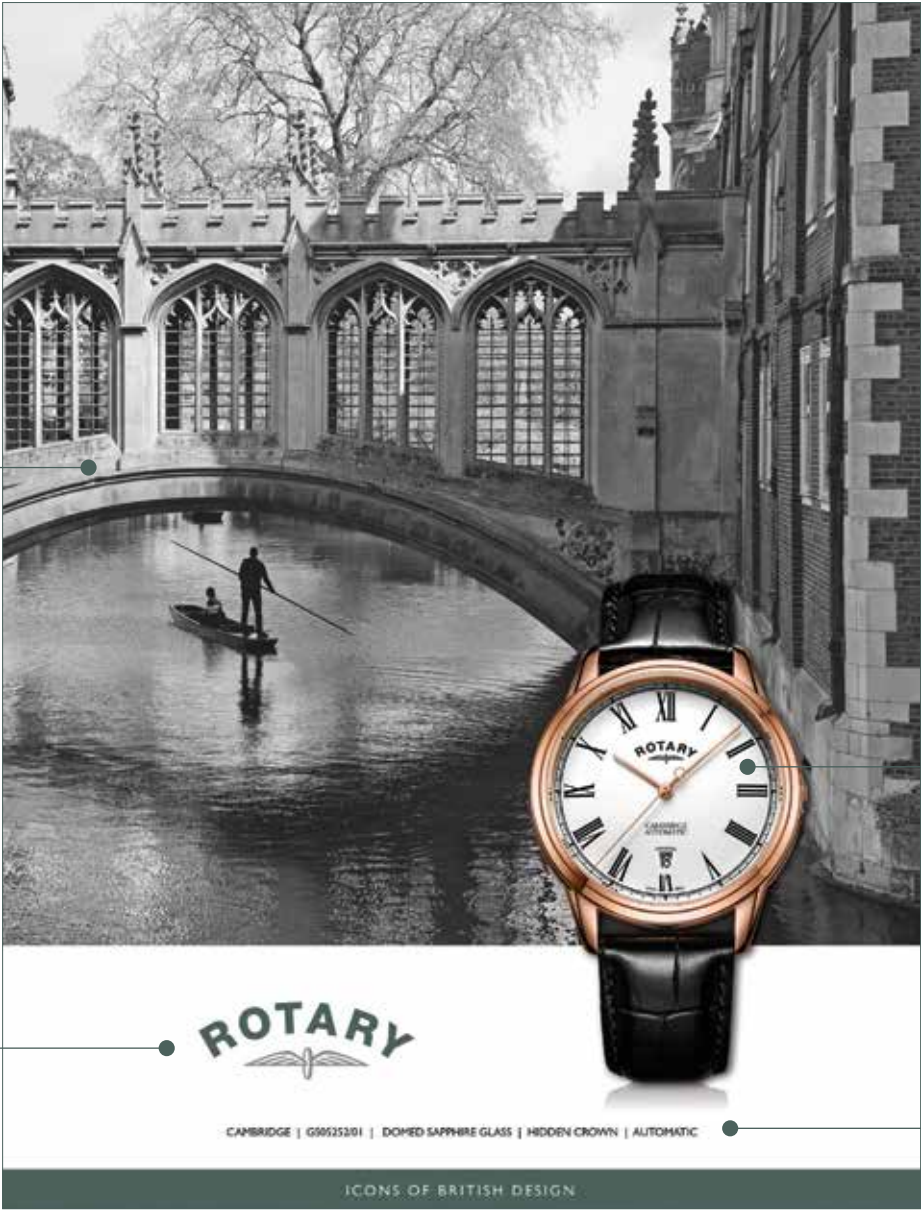
LPI00616

KEY IMAGE FOR PRODUCT FAMILY

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

KEY PRODUCT

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



NEW LOGO COLOUR SCHEME

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

TAGLINE

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

BASIC SPECIFICATION

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

# LUXCO

IMPORTERS (PTY) LTD

Ground Floor, Block G, PINMILL FARM, 164 Katherine Street, Sandown.  
PO Box 650052, Benmore 2010.

Telephone: 011 - 448 2210  
Main Fax: 011 - 448 2218  
Internal Sales and After Sales Fax: 011 - 448 2217  
Website: [www.luxco.co.za](http://www.luxco.co.za)

## Directors

### Managing Director

Russell Hopkins  
082 808 5715  
[rh@luxco.co.za](mailto:rh@luxco.co.za)

### Financial Director

Jakov Shishler  
082 808 6166  
[js@luxco.co.za](mailto:js@luxco.co.za)

## Marketing and Sales

### General Manager

Lynne Anderson  
083 455 4421  
[la@luxco.co.za](mailto:la@luxco.co.za)

### National Sales Manager

Gary Hopkins  
082 332 6601  
[gh@luxco.co.za](mailto:gh@luxco.co.za)

### Brand Manager

Josh Hodgskin  
083 639 7024  
[jh@luxco.co.za](mailto:jh@luxco.co.za)

## Internal Sales

Naz Thazool  
011 448 2210  
[nt@luxco.co.za](mailto:nt@luxco.co.za)

Lynette Barnard  
011 448 2210  
[lb@luxco.co.za](mailto:lb@luxco.co.za)

## After Sales

Nicola Ferreira  
011 448 2210  
Fax: 011 262 0228  
[nf@luxco.co.za](mailto:nf@luxco.co.za)

Zaida Choonara  
011 448 2210  
Fax: 011 262 0228  
[zc@luxco.co.za](mailto:zc@luxco.co.za)

## Accounts

Motti Shishler  
011 448 2210  
[ms@luxco.co.za](mailto:ms@luxco.co.za)

