

# ROTARY



# THE ROTARY JOURNAL

## 2019-20

ICONS OF BRITISH DESIGN

# ROTARY

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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

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## 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
- Diamonds
- 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

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



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



Rotary is appointed as one of the official watch supplier to the British army



Rotary became proud sponsors of Clipper Round the World Yacht Race

1895



1905

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



1920

1925

Rotary launches its famous winged wheel logo



1940

1960

Rotary establishes worldwide distribution.

2011



Rotary Watches partners with Chelsea FC as the Official Global Timekeeper

2013

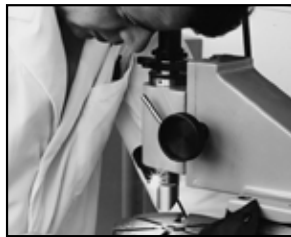


2014

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

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

2014



2017

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

Rotary partnered with The Royal British Legion to mark the centenary of the end of the First World War.

2018



2019

Rotary is awarded Watch Brand of the Year at the Retail Jeweller UK Jewellery Awards 2019

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

TODAY



# THE COLLECTION

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## CAMBRIDGE

FLAGSHIP  
SOPHISTICATED  
EXCEPTIONAL  
GENTS' AND LADIES COLLECTION



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## HENLEY

DYNAMIC  
ROBUST  
SPORT  
GENTS COLLECTION



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## KENSINGTON

DESIRABLE  
CHIC  
ELEGANT  
LADIES COLLECTION



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## OXFORD

PREPPY  
RETRO  
CLEAN  
LADIES AND GENTS COLLECTION



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## GREENWICH

SKELETON  
AUTOMATIC  
INTRICATE  
GENTS COLLECTION



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## ULTRA SLIM

DRESS  
REFINED  
SLEEK  
GENTS AND LADIES COLLECTION

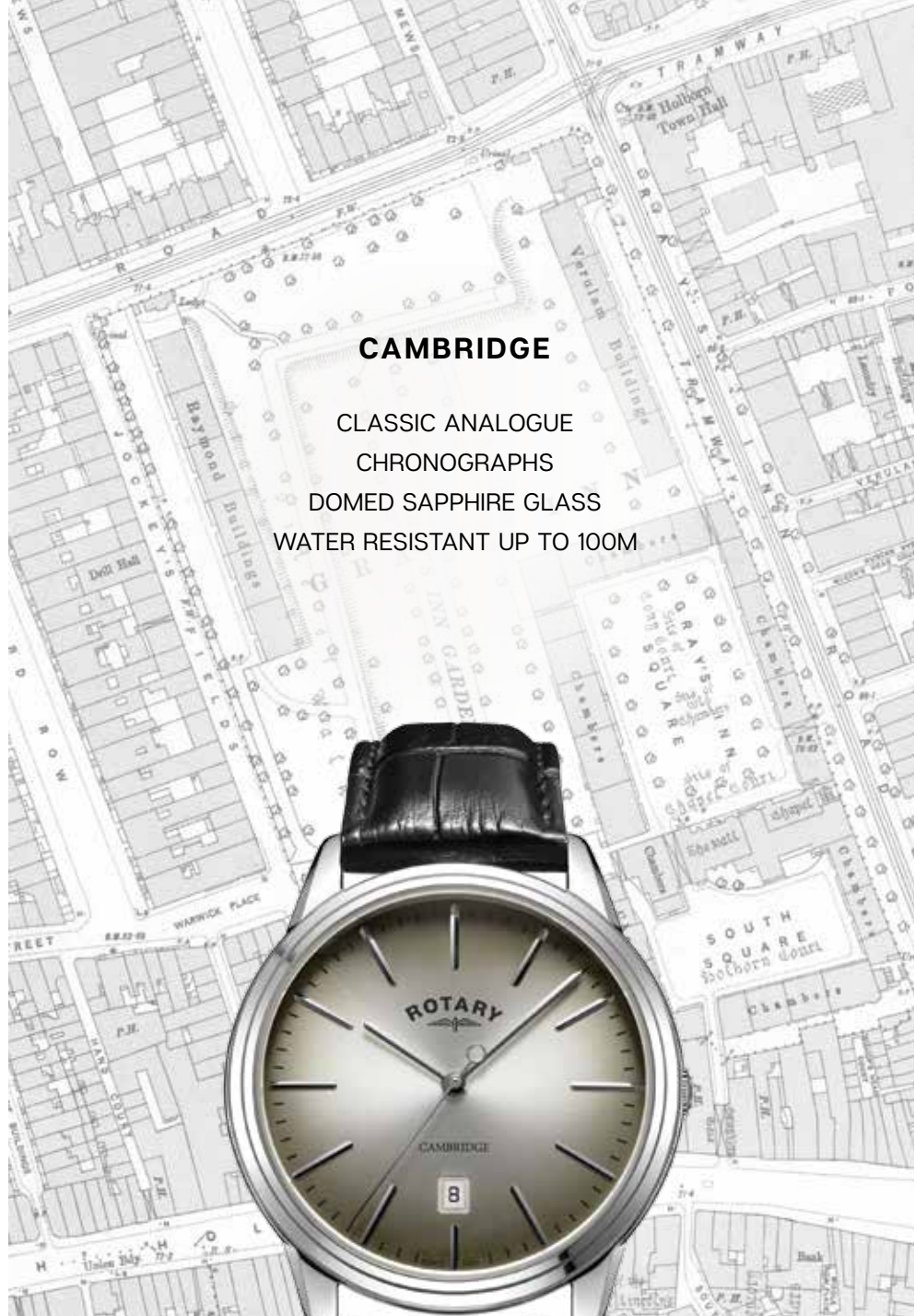
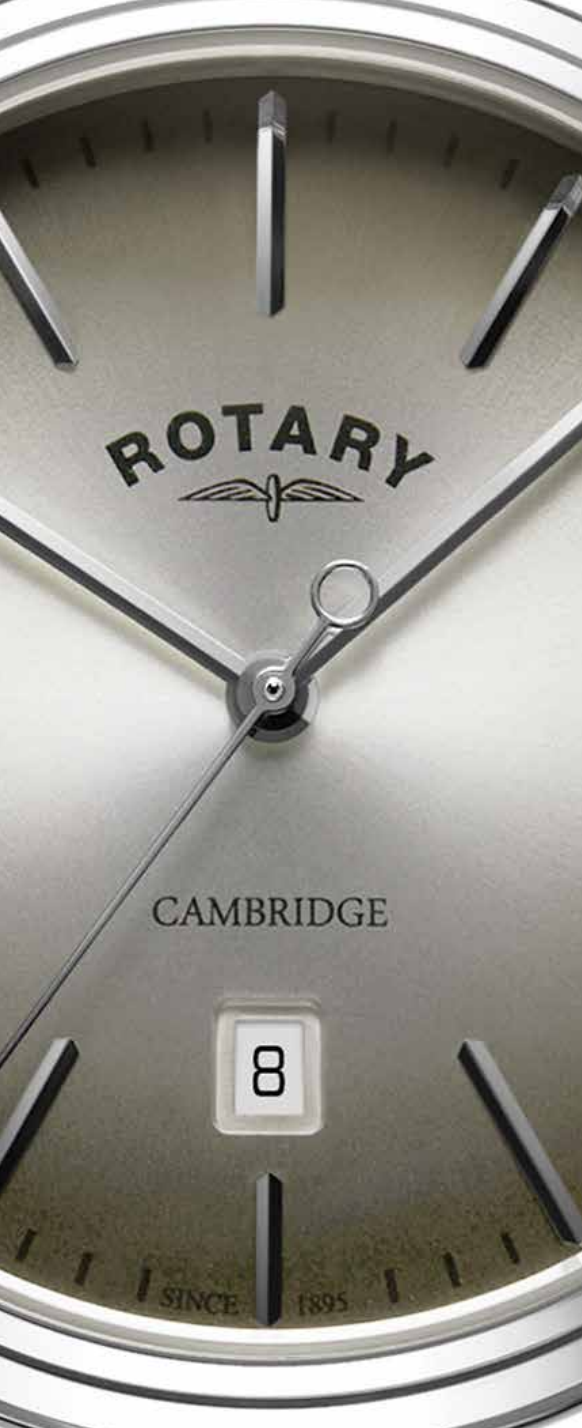


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## WINDSOR

CLASSIC  
TIMELESS  
TRADITIONAL  
GENTS COLLECTION



## CAMBRIDGE

CLASSIC ANALOGUE  
CHRONOGRAPHS  
DOMED SAPPHIRE GLASS  
WATER RESISTANT UP TO 100M

**ROTARY**

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.

CAMBRIDGE | GS05390/20 | DOMED SAPPHIRE GLASS | HIDDEN CROWN

ICONS OF BRITISH DESIGN





GS05390/05  
Ø 40.5 mm



GS05390/20  
Ø 40.5 mm



GS05394/16  
Ø 40.5 mm



GS05252/01  
Ø 40.5 mm  
Automatic



GS05364/20  
Ø 42 mm

CAMBRIDGE



LB05260/01  
Ø 32 mm



LB05262/06  
Ø 32 mm



GS05280/01  
Ø 42 mm



GS05284/04  
Ø 42 mm



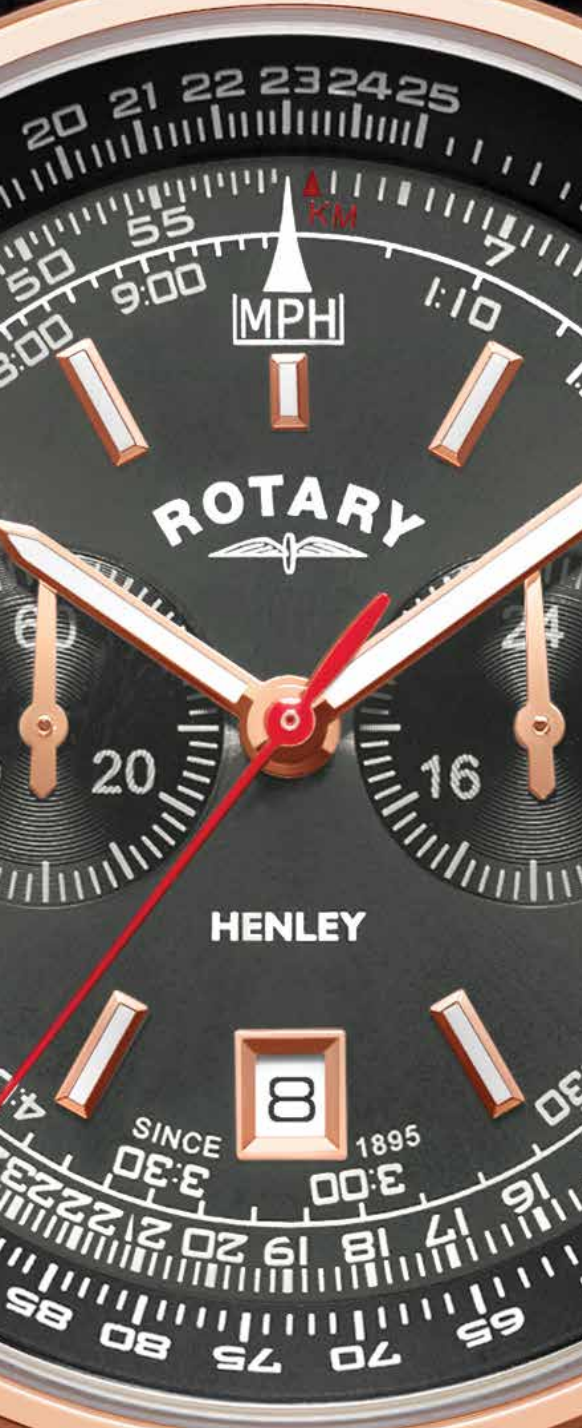
GB05253/02  
Ø 42 mm



GB05253/04  
Ø 42 mm



GS05257/05  
Ø 42 mm



## HENLEY

GMT

CHRONOGRAPHS

SAPPHIRE GLASS

CERAMIC BEZELS (SELECTED)

WATER RESISTANT UP TO 200M

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.

HENLEY | GS05237/20 | SAPPHIRE GLASS | CHRONOGRAPH | ROTATING SLIDE RULE

ICONS OF BRITISH DESIGN



GB05235/05  
Ø 42 mm  
Rotating slide rule



GS05235/05  
Ø 42 mm  
Rotating slide rule



GS05238/05  
Ø 42 mm  
Rotating slide rule



GS05237/20  
Ø 42 mm  
Rotating slide rule



GB05083/05  
Ø 42 mm



GS05083/04  
Ø 42 mm



GS05083/06  
Ø 42 mm



GS05084/06  
Ø 42 mm



GB05295/04  
Ø 40 mm  
GMT



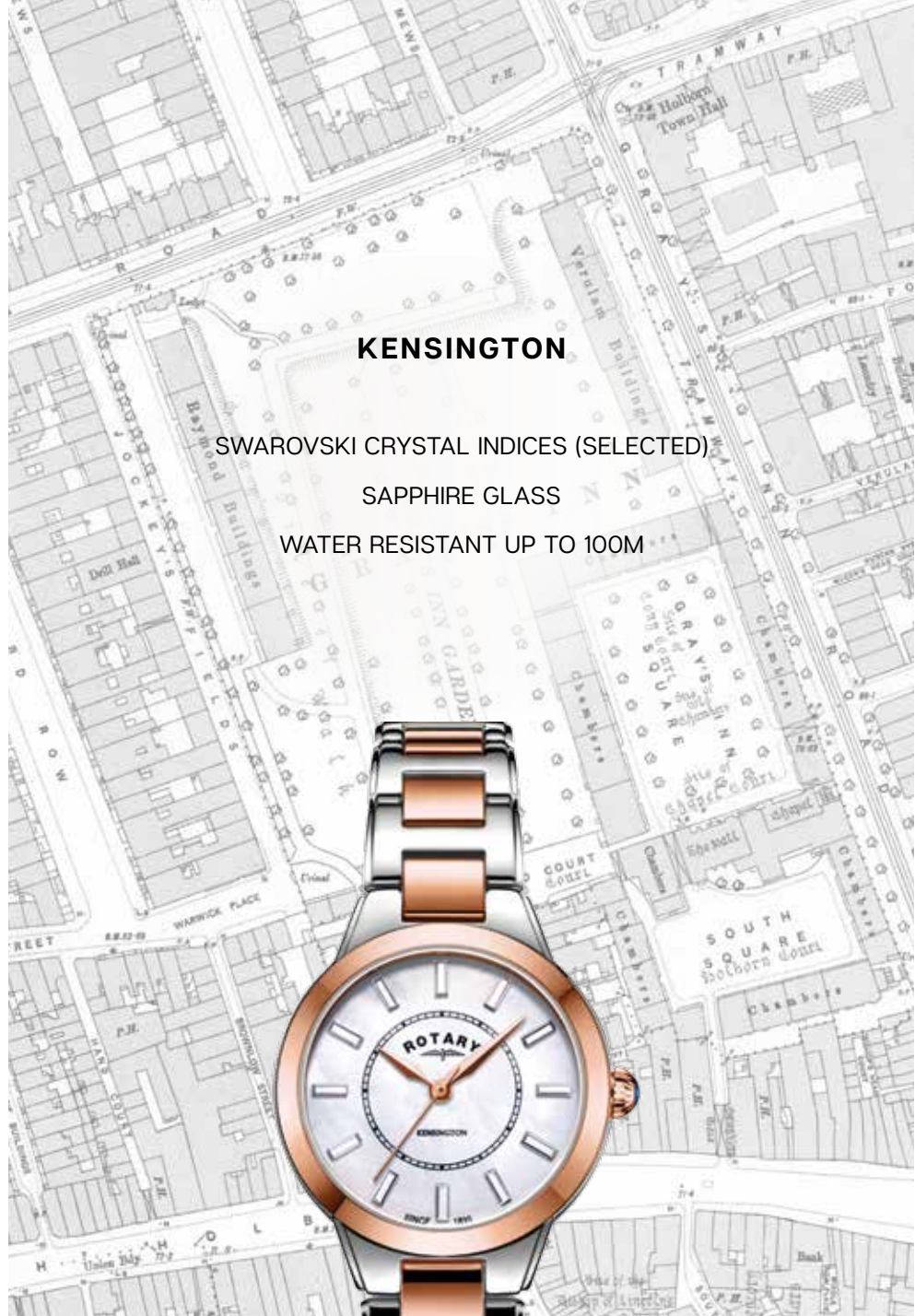
GB05108/04  
Ø 41.5 mm  
GMT



GS05108/04  
Ø 41.5 mm  
GMT



GS05108/05  
Ø 41.5 mm  
GMT



**KENSINGTON**

SWAROVSKI CRYSTAL INDICES (SELECTED)

SAPPHIRE GLASS

WATER RESISTANT UP TO 100M

**ROTARY**  


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

KENSINGTON | LB05377/41 | SAPPHIRE GLASS | SWAROVSKI CRYSTAL INDICES

ICONS OF BRITISH DESIGN





LB05375/07  
Ø 29mm



LB05377/41  
Ø 29 mm



LB05379/41  
Ø 29 mm



LS05174/04  
Ø 35mm



LS05174/41  
Ø 35mm



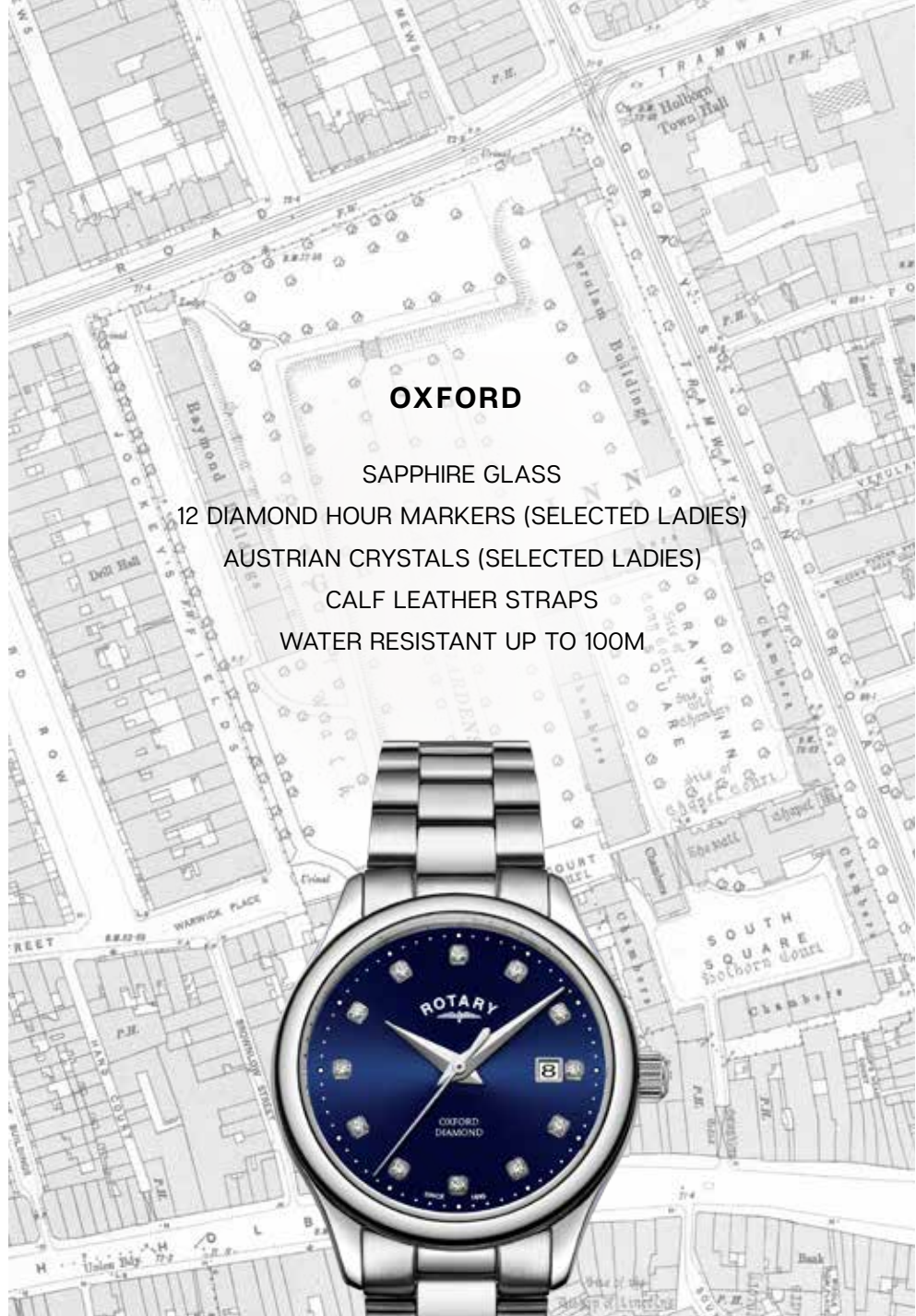
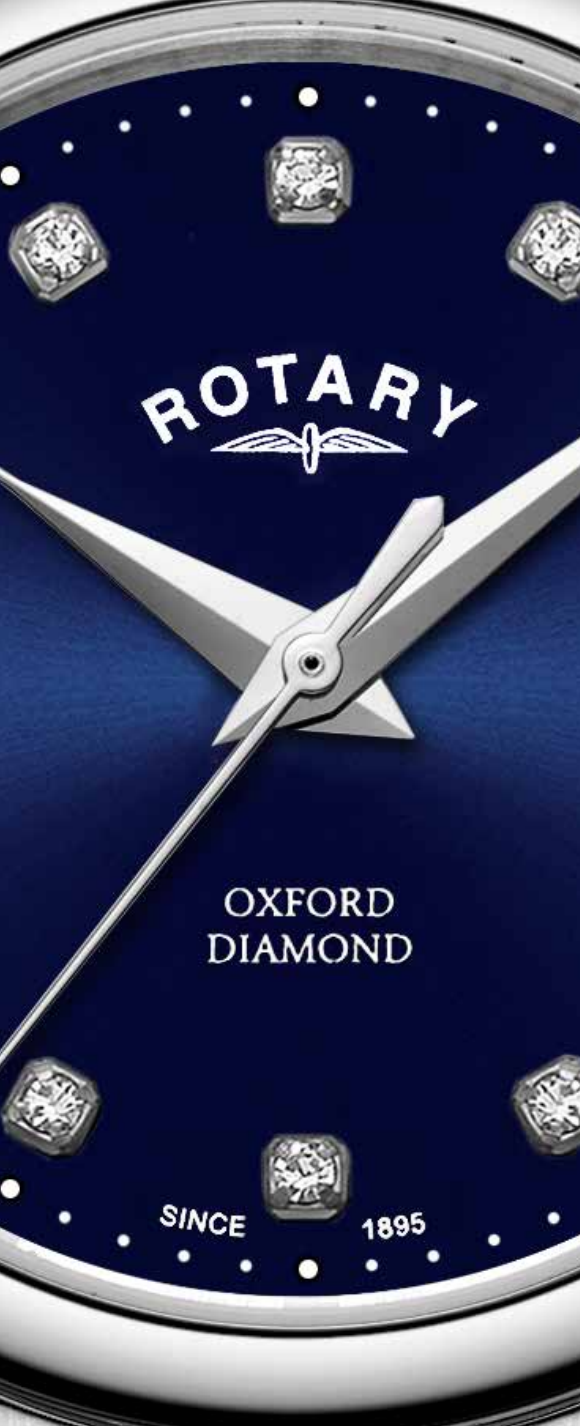
LB05275/07  
Ø 29mm



GS05394/16  
Ø 29mm



LB05276/41  
Ø 29mm



## OXFORD

SAPPHIRE GLASS

12 DIAMOND HOUR MARKERS (SELECTED LADIES)

AUSTRIAN CRYSTALS (SELECTED LADIES)

CALF LEATHER STRAPS

WATER RESISTANT UP TO 100M

# ROTARY

The Oxford family combines classic case shapes with contemporary dial designs to offer perfectly balanced models.

The 3 link stainless steel bracelets or iconic calf leather straps complete the modern, preppy styling.

Selected Oxford ladies is glamourised with diamonds or Austrian crystals.

OXFORD | LB05092/05/D | SAPPHIRE GLASS | 12 DIAMOND HOUR MARKERS

ICONS OF BRITISH DESIGN



LB05092/05/D  
Ø 32 mm



LB05094/70/D  
Ø 32 mm



LB05096/05/D  
Ø 32mm



LB05092/07/D  
Ø 28 mm



LB05093/44/D  
Ø 28 mm



LB05096/02/D  
Ø 28 mm

OXFORD



LB05092/04  
Ø 32 mm



LB05094/06  
Ø 32 mm



LB05092/41  
Ø 32 mm



LB05093/02  
Ø 32 mm



LB05096/02  
Ø 32 mm



GB05092/53  
Ø 40.5 mm



GB05092/02  
Ø 40.5 mm



GS05092/53  
Ø 40.5 mm



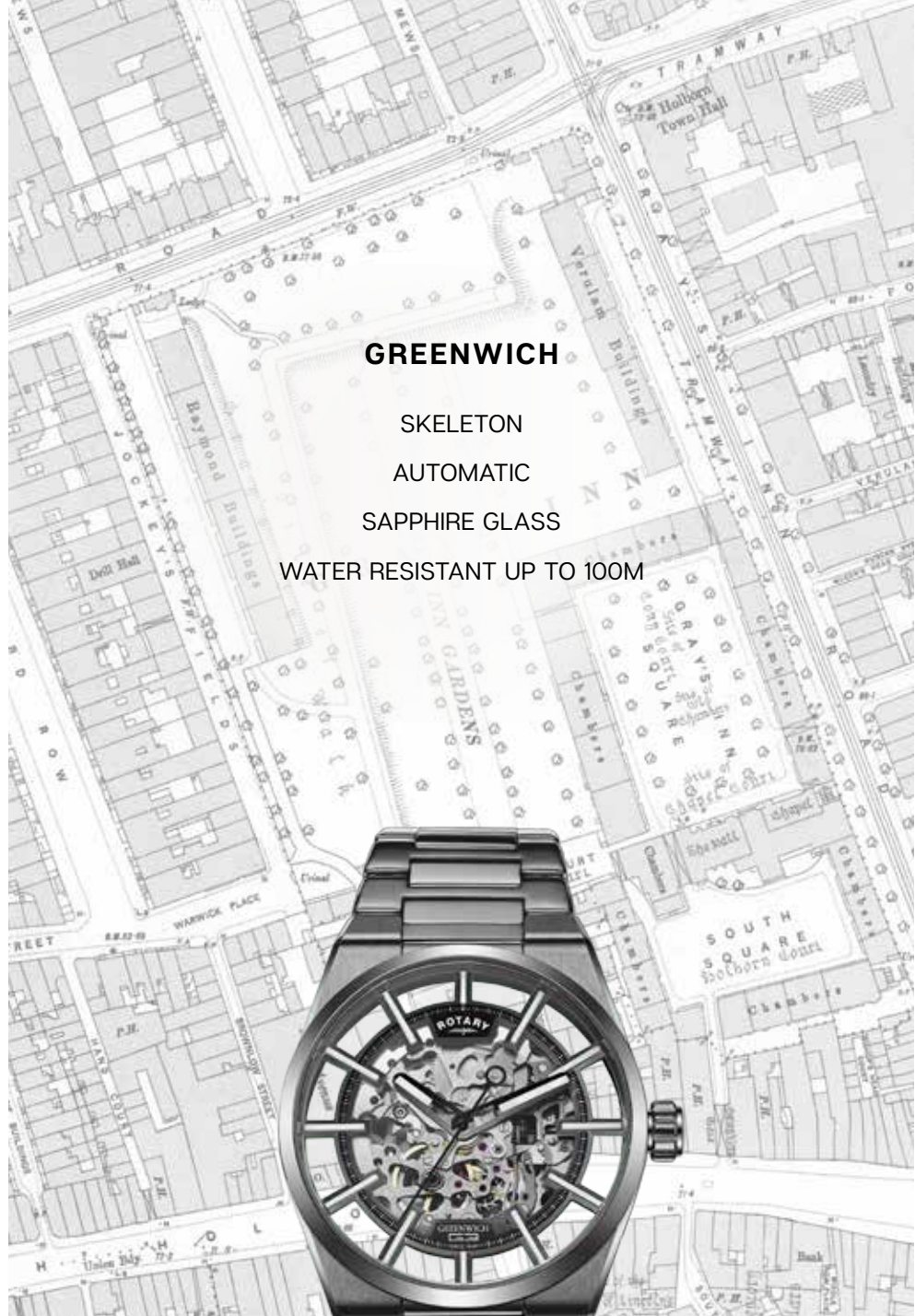
GS05092/02  
Ø 40.5 mm



GS05092/04  
Ø 40.5 mm



GS05094/02  
Ø 40.5 mm



**GREENWICH**

SKELETON

AUTOMATIC

SAPPHIRE GLASS

WATER RESISTANT UP TO 100M

**ROTARY**  
SINCE 1895

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

GREENWICH | GB05215/04 | SAPPHIRE GLASS | STINLESS STEEL WITH TITANIUM PLATE

ICONS OF BRITISH DESIGN





GB05350/05  
Ø 42 mm



GS05350/02  
Ø 42 mm



GS05354/05  
Ø 42 mm



GS05354/04  
Ø 42 mm

GREENWICH

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GS05036/06  
Ø 40 mm



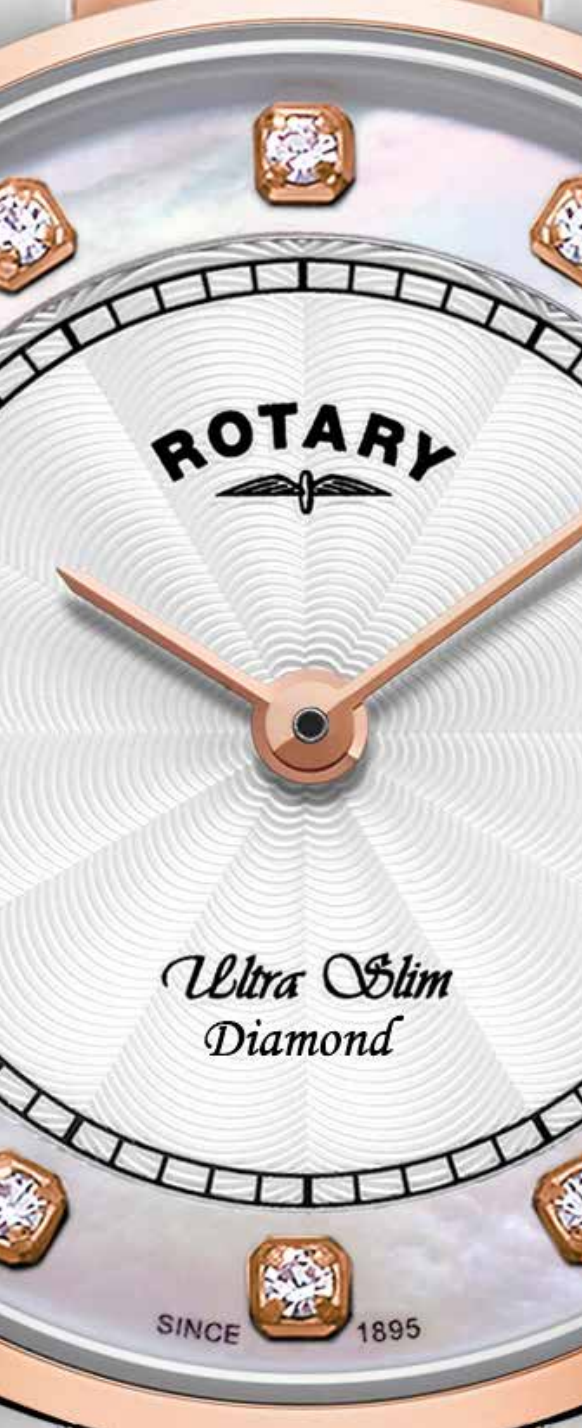
GS02940/06  
Ø 40 mm



GS02942/01  
Ø 40 mm



GB05215/04  
Ø 42 mm



## ULTRA SLIM

ULTRA SLIM PROFILE

SAPPHIRE GLASS

12 DIAMOND HOUR MARKERS (SELECTED LADIES)

WATER RESISTANT UP TO 100M

# ROTARY

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.

ULTRA SLIM | LB08302/07/D | SAPPHIRE GLASS | 12 DIAMOND HOUR MARKERS

ICONS OF BRITISH DESIGN



LB08300/01/D  
Ø 27mm



LB08302/07/D  
Ø 27 mm



LB08303/41/D  
Ø 27 mm

ULTRA SLIM



LB08300/07  
Ø 27 mm



LB08301/41  
Ø 27 mm



LB08302/02  
Ø 27 mm



LB08303/01  
Ø 27 mm



GB08300/01  
Ø 38 mm



GB08301/02  
Ø 38 mm



GB08301/01  
Ø 38 mm



GB08303/01  
Ø 38 mm

ULTRA SLIM



GS08300/02  
Ø 38 mm



GS08404/04  
Ø 40 mm



GS08303/02  
Ø 38 mm



GS08300/01  
Ø 38 mm



GS08304/01  
Ø 38 mm



GS08303/03  
Ø 38 mm

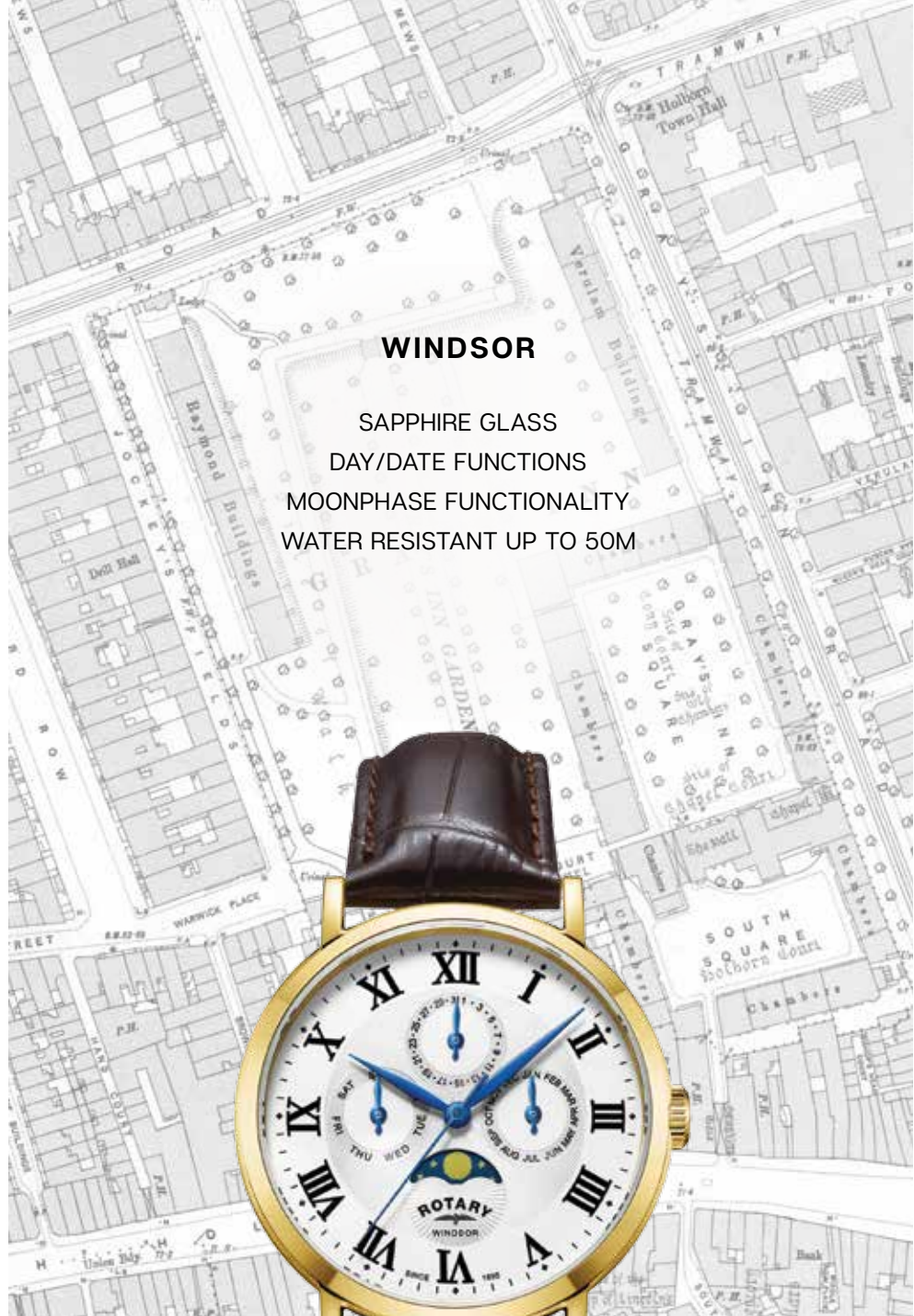




LS08300/02  
Ø 27 mm



LS08303/01  
Ø 27 mm



## WINDSOR

SAPPHIRE GLASS  
DAY/DATE FUNCTIONS  
MOONPHASE FUNCTIONALITY  
WATER RESISTANT UP TO 50M

**ROTARY**  
WINDSOR

The Windsor family embodies a timeless style; hints at the brand's heritage while embracing the future.  
A keystone of the Rotary collection.

WINDSOR | GS05328/01 | DAY | DATE | MONTH AND MOONPHASE

ICONS OF BRITISH DESIGN



GB05325/01  
Ø 37 mm



GS05325/01  
Ø 37 mm



GS05328/01  
Ø 37 mm

## TRADITIONAL

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Rotary pocket watches give the wearer opportunity for a vintage look with modern technology. The Classic pocket watches come with a mechanical movement including a chain.



MP00712/01



MP00713/01



MP00726/01

The Rotary Fob nurses watch is developed for specific needs. Practical with a clear white dial, black arabic numerals & red pulse markings.



LPI00616

## 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.



**ROTARY**

GREENWICH | GB05350/05 | SAPPHIRE GLASS | SKELETON | MECHANICAL

ICONS OF BRITISH DESIGN

## 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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