

ROTARY



# THE ROTARY JOURNAL

2021-22

ICONS OF BRITISH DESIGN

# 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
- 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

Contact: Customer Service Advisor

Tel: (011) 448-2210 | Email: [service@luxco.co.za](mailto:service@luxco.co.za)

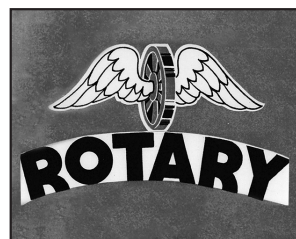
Luxco Importers | Ground Floor Block G Pinmill Farm | 164 Katherine Street | Sandown 2196



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

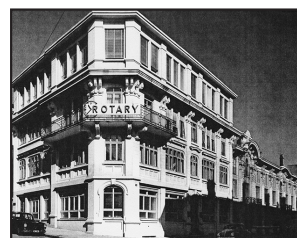


Rotary became proud sponsors of Clipper Round the World Yacht Race

1895



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



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



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



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

2013



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

2014

2014



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

2017

2018



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

2019

TODAY



# THE COLLECTION



PAGE 5

## CAMBRIDGE

FLAGSHIP  
SOPHISTICATED  
EXCEPTIONAL  
GENTS' AND LADIES COLLECTION



PAGE 19

## OXFORD

PREPPY  
RETRO  
CLEAN  
LADIES AND GENTS COLLECTION



PAGE 9

## HENLEY

DYNAMIC  
ROBUST  
SPORT  
GENTS AND LADIES COLLECTION



PAGE 23

## GREENWICH

SKELETON  
AUTOMATIC  
INTRICATE  
GENTS COLLECTION



PAGE 15

## KENSINGTON

DESIRABLE  
CHIC  
ELEGANT  
LADIES COLLECTION



PAGE 27

## ULTRA SLIM

DRESS  
REFINED  
SLEEK  
GENTS AND LADIES COLLECTION





# CAMBRIDGE

SOPHISTICATED COLLECTION

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



GS05390/05  
Ø 40.5 mm



GS05390/20  
Ø 40.5 mm



GS05394/16  
Ø 40.5 mm



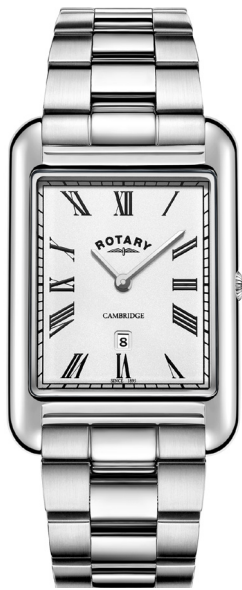
GS05364/20  
Ø 42 mm

## CAMBRIDGE

WATER RESISTANT 50M  
CASE SIZE: 40.5 - 42MM  
SLEEK HIDDEN CROWN  
DOMED SAPPHIRE CRYSTAL  
GENTS' COLLECTION

CAMBRIDGE

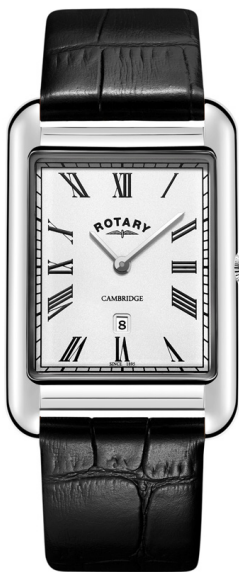
WATER RESISTANT 50M  
CASE SIZE: 28.5 X 42 MM  
SLEEK HIDDEN CROWN  
CURVED SAPPHIRE CRYSTAL



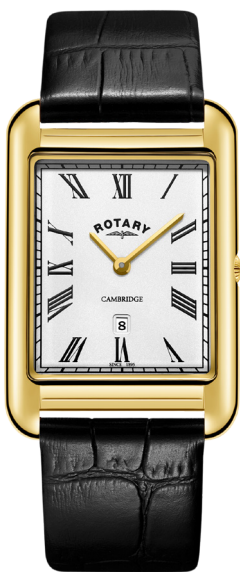
GB05280/01  
Ø 28.5 X42 mm



GB05283/01  
Ø 28.5 X42 mm



GS05280/01  
Ø 28.5 X42 mm



GS05283/01  
Ø 28.5 X42 mm

CAMBRIDGE

WATER RESISTANT 50M  
CASE SIZE: 28.5 X 42 MM  
SLEEK HIDDEN CROWN  
CURVED SAPPHIRE CRYSTAL





# HENLEY

SPORT COLLECTION

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.



GB05136/04  
Ø 41 mm  
Automatic



GB05136/05  
Ø 44 mm  
Automatic



GB05136/71  
Ø 44 mm  
Automatic

## HENLEY

AUTOMATIC  
WATER RESISTANT 100M  
CASE SIZE: 41 MM  
316L STAINLESS STEEL WITH ALUMINIUM BEZEL  
SCREW DOWN CROWN  
LUMINOUS HANDS & INDICES  
GENTS' COLLECTION

HENLEY

WATER RESISTANT 100M  
CASE SIZE: 40 MM  
LUMINOUS FACETED  
HANDS & INDICES  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION



GB05180/05  
Ø 40 mm



GB05180/04  
Ø 40 mm



LB05180/04  
Ø 36 mm



LB05181/03  
Ø 36 mm



GB05180/59  
Ø 40 mm



GB05181/05  
Ø 40 mm

HENLEY

WATER RESISTANT 100M  
CASE SIZE: 36 MM  
LUMINOUS HANDS & INDICES  
SAPPHIRE CRYSTAL  
LADIES' COLLECTION



HENLEY

WATER RESISTANT 50M  
CASE SIZE: 42 MM  
CHRONOGRAPH  
ROTATING SLIDE RULE  
LUMINOUS HANDS & INDICES  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION



GS05235/04  
Ø 42 mm



GB05235/05  
Ø 42 mm



GS05235/05  
Ø 42 mm



GS05237/05  
Ø 42 mm



GS05237/20  
Ø 42 mm



GS05238/05  
Ø 42 mm

HENLEY

WATER RESISTANT 50M  
CASE SIZE: 42 MM  
CHRONOGRAPH  
ROTATING SLIDE RULE  
LUMINOUS HANDS & INDICES  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION

HENLEY

WATER RESISTANT 50M  
CASE SIZE: 42 MM  
CHRONOGRAPH  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION



GB05083/05  
Ø 42 mm



GS05083/04  
Ø 42 mm



GS05083/06  
Ø 42 mm



GS05084/06  
Ø 42 mm

HENLEY

WATER RESISTANT 50M  
CASE SIZE: 41.5 MM  
GMT FUNCTIONALITY  
SAPPHIRE CRYSTAL  
DUAL TIME ZONES  
GENTS' COLLECTION



GB05295/04  
Ø 40 mm  
GMT  
Fixed 24H bezel



GS05108/04  
Ø 41.5 mm  
GMT  
Unidirectional  
ceramic bezel



GS05108/05  
Ø 41.5 mm  
GMT  
Unidirectional  
ceramic bezel





# KENSINGTON

DESIRABLE • CHIC • ELEGANT

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



LB05375/07  
Ø 29mm



LB05377/41  
Ø 29 mm



LB05379/41  
Ø 29 mm

## KENSINGTON

WATER RESISTANT 50M  
CASE SIZE: 29 MM  
MOTHER OF PEARL DIAL  
SWAROVSKI CRYSTALS  
SAPPHIRE CRYSTAL  
LADIES COLLECTION

KENSINGTON

WATER RESISTANT 50M  
CASE SIZE: 35 MM  
SHAPED SWAROVSKI CRYSTALS  
SAPPHIRE CRYSTAL  
LADIES COLLECTION



LS05174/04  
Ø 35mm



LS05174/41  
Ø 35mm



LB05275/07  
Ø 29mm



LB05277/41  
Ø 29mm



LB05276/41  
Ø 29mm

KENSINGTON

WATER RESISTANT 50M  
CASE SIZE: 29 MM  
WHITE MOTHER OF PEARL DIAL  
SAPPHIRE CRYSTAL  
AUSTRIAN CRYSTAL BEZEL  
LADIES COLLECTION





# OXFORD

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 yet retro, preppy styling.

Selected Oxford ladies are glamourised with applied diamond indices



## OXFORD

WATER RESISTANT 50M  
CASE SIZE: 32 - 28 MM  
DIAMOND INDICES  
SAPPHIRE CRYSTAL  
LADIES COLLECTION



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

WATER RESISTANT 50M  
CASE SIZE: 32mm - 40.5 MM  
SAPPHIRE CRYSTAL



LB05092/04  
Ø 32 mm



LB05094/06  
Ø 32 mm



GB05092/02  
Ø 40.5 mm



GS05092/53  
Ø 40.5 mm



GB05092/04  
Ø 40.5 mm



GB05092/53  
Ø 40.5 mm



GS05092/02  
Ø 40.5 mm



GS05092/04  
Ø 40.5 mm



GS05094/02  
Ø 40.5 mm

OXFORD

WATER RESISTANT 50M  
CASE SIZE: 40.5 MM  
SAPPHIRE CRYSTAL





# GREENWICH

## SKELETAL COLLECTION

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

The intricate automatic movement is elegantly showcased through scratch resistant sapphire glass, which boasts the complexity of the integrated dial.

Additionally we've incorporated a radial brush finish on the lower dial which compliments the overall aesthetic.

Whilst paying homage to our Swiss heritage, the collection represents a triumph of watch making dexterity and quintessentially British design



GB05210/05  
Ø 42 mm

### GREENWICH

AUTOMATIC  
WATER RESISTANT 50M  
CASE SIZE: 42 MM  
SKELETON  
SAPPHIRE CRYSTAL  
SUPER LUMINOVA INDICES  
GENTS COLLECTION



GREENWICH

AUTOMATIC  
WATER RESISTANT 50M  
CASE SIZE: 42 MM  
SKELETON  
SAPPHIRE CRYSTAL  
INTRICATE  
GENTS COLLECTION



GB05352/05  
Ø 42 mm



GB05350/05  
Ø 42 mm



GB02940/06  
Ø 42 mm



GS02940/06  
Ø 42 mm



GS02942/01  
Ø 42 mm



GS05350/02  
Ø 42 mm



GS05354/05  
Ø 42 mm

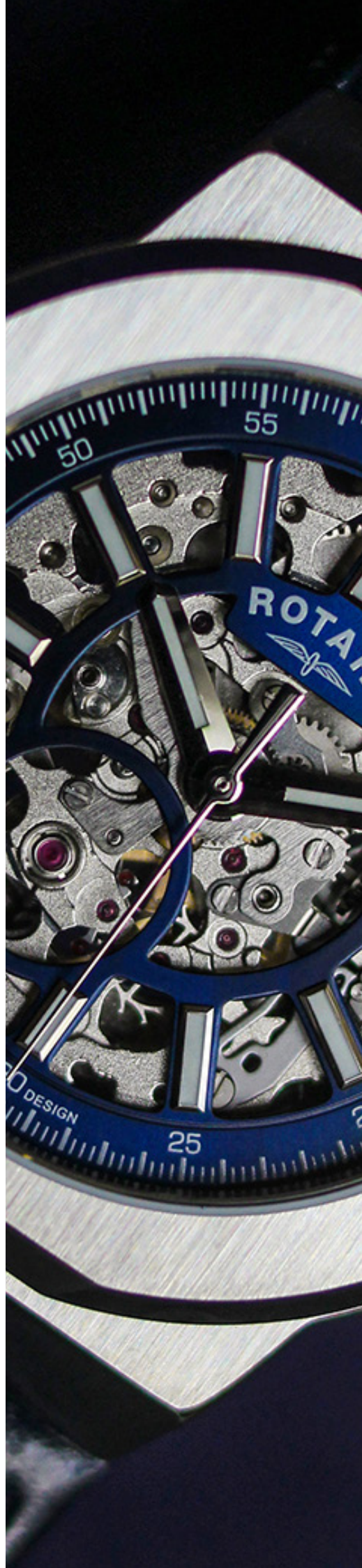


GS05354/04  
Ø 42 mm

GREENWICH

AUTOMATIC  
WATER RESISTANT 50M  
CASE SIZE: 42 MM  
SKELETON  
SAPPHIRE CRYSTAL  
INTRICATE  
GENTS COLLECTION





# REGENT

PREMIUM SKELETAL COLLECTION

Regent's trademark design is a mutli-facatted brushed steel 40mm case housed within a circular dial. The design comes with an option of an integrated tapered bracelet or genuine blue leather strap.

Showcasing a skeleton dial and featuring an inner minute tracker , an eye catching shaped 'cage' structure that creates additional space and light surrounding the automatic movement.



GB05415/04  
Ø 40 mm

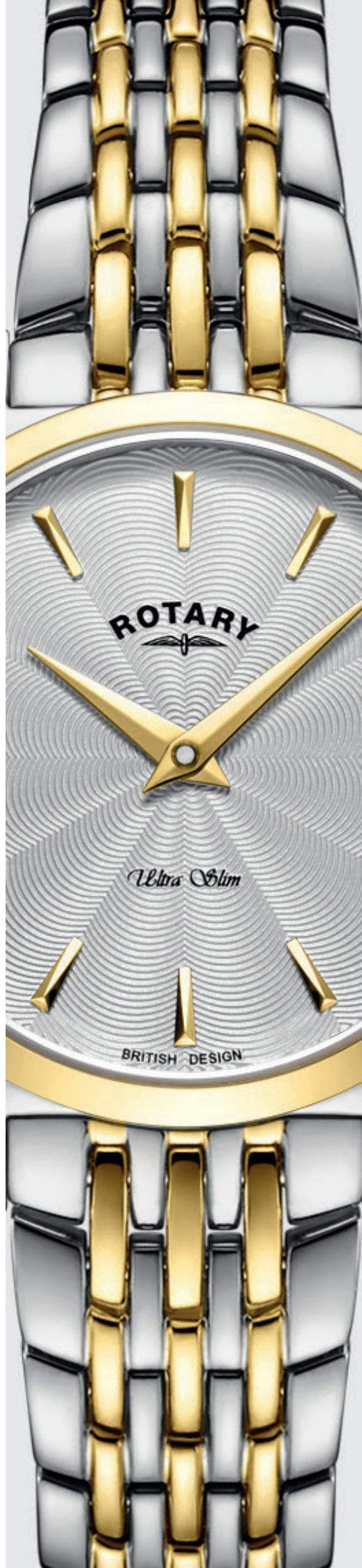


GS05415/05  
Ø 40 mm

## REGENT

AUTOMATIC  
WATER RESISTANT 100M  
CASE SIZE: 40 MM  
SKELETON  
SAPPHIRE CRYSTAL  
SUPER LUMI INDICES  
GENTS COLLECTION





# ULTRA SLIM

SLIM ON PROFILE, RICH IN DETAILS

Taking inspiration from the slim vintage watches within our archive, the fine case bezel, bracelet links and faceted lugs of the new Ultra Slim have been crafted to flow elegantly and catch subtle glimpses of light for a touch of class.

The dial has been re-designed to create a clear and contemporary design, perfectly complimenting a tailored suit. Ultra Slim is available at 38mm with date at 3 o'clock or at 27mm in a variety of styles making this dress collection special for everyone. Both case sizes are available with either a 7-link bracelet or genuine leather strap.



## ULTRA SLIM

WATER RESISTANT 50M  
CASE SIZE: 27MM  
PROFILE: 5.7MM  
SAPPHIRE CRYSTAL  
LADIES COLLECTION



LB08010/41  
Ø 27mm



LB08011/02  
Ø 27 mm



LB08013/01  
Ø 27 mm



LB08010/07/D  
Ø 27 mm



LB08012/41 D  
Ø 27 mm

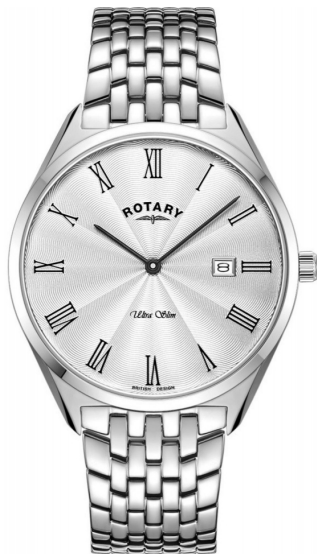


LB08014/41/D  
Ø 27 mm



ULTRA SLIM

WATER RESISTANT 50M  
CASE SIZE: 38MM  
PROFILE: 5.7MM  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION



GB08010/01  
Ø 38 mm



GB08010/05  
Ø 38 mm



GS08010/01  
Ø 38 mm



GS08010/02  
Ø 38 mm



GB08011/02  
Ø 38 mm



GB08013/01  
Ø 38 mm



GS08013/01  
Ø 38 mm



GS08014/04  
Ø 38 mm

ULTRA SLIM

WATER RESISTANT 50M  
CASE SIZE: 38MM  
PROFILE: 5.7MM  
SAPPHIRE CRYSTAL  
GENTS' COLLECTION



TRADITIONAL

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



MP00727/01

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.



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

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 Service

### Customer Service Advisor

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

## Accounts

### Motti Shishler

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

