

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

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

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

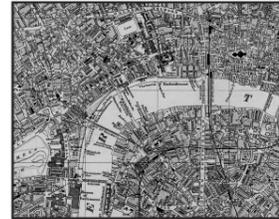
Moise Dreyfuss founded the company and established roots in the Swiss watch making town of Le Chaux de Fonds

1895



Rotary Watches partners with Chelsea FC as the Official Global Timekeeper

2013



1905

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



2014

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

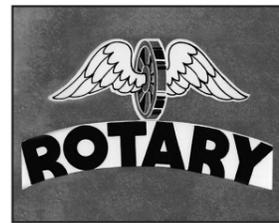
The company became a leader in producing affordable gold cases and the Rotary brand was born

1920



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

2014



1925

Rotary launches its famous winged wheel logo



2017

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

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

1940



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

2018



1960

Rotary establishes worldwide distribution.



2019

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

Rotary became proud sponsors of Clipper Round the World Yacht Race

2011



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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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.



CAMBRIDGE

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



GS05390/05
Ø 40.5 mm



GS05390/20
Ø 40.5 mm



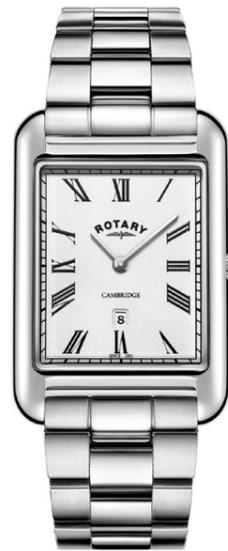
GS05394/16
Ø 40.5 mm



GS05364/20
Ø 42 mm

CAMBRIDGE

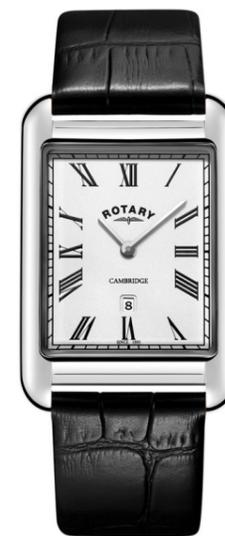
WATER RESISTANT 50M
CASE SIZE: 28.5 X 42 MM
SLEEK HIDDEN CROWN
CURVED SAPPHIRE CRYSTAL



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

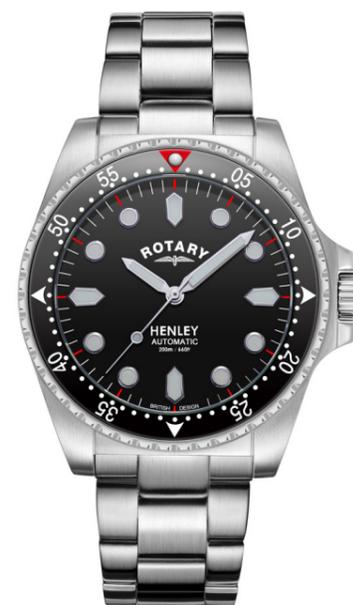
WATER RESISTANT 50M
CASE SIZE: 28.5 X 42 MM
SLEEK HIDDEN CROWN
CURVED SAPPHIRE CRYSTAL



HENLEY

SPORT COLLECTION

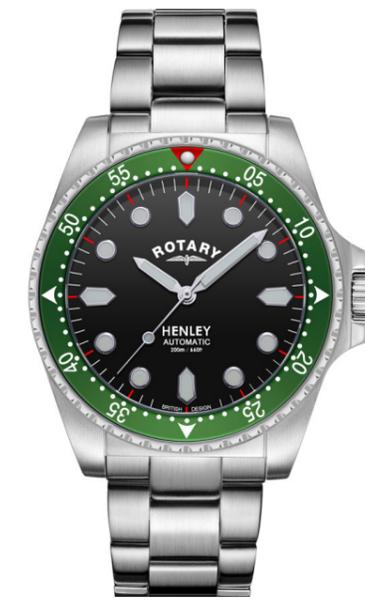
The Henley collection caters to an active audience. Models feature refined, dynamic case shapes along with an array of additional features including GMT and chronograph functions.



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



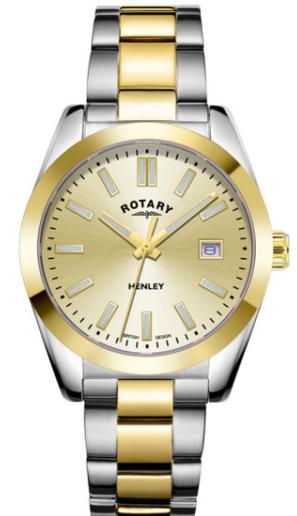
GB05180/05
Ø 40 mm



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

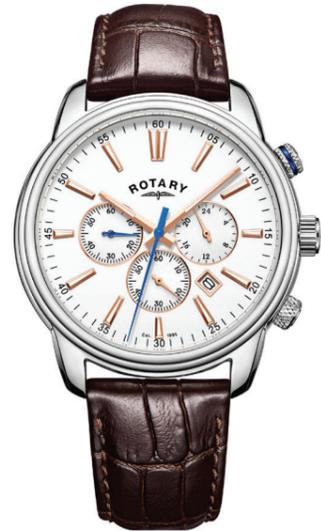
WATER RESISTANT 50M
CASE SIZE: 42 MM
CHRONOGRAPH
SAPPHIRE CRYSTAL
GENTS' COLLECTION



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

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

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: 35 MM
SHAPED SWAROVSKI CRYSTALS
SAPPHIRE CRYSTAL
LADIES COLLECTION



LS05174/04
Ø 35mm



LS05174/41
Ø 35mm



LB05275/07
Ø 29mm



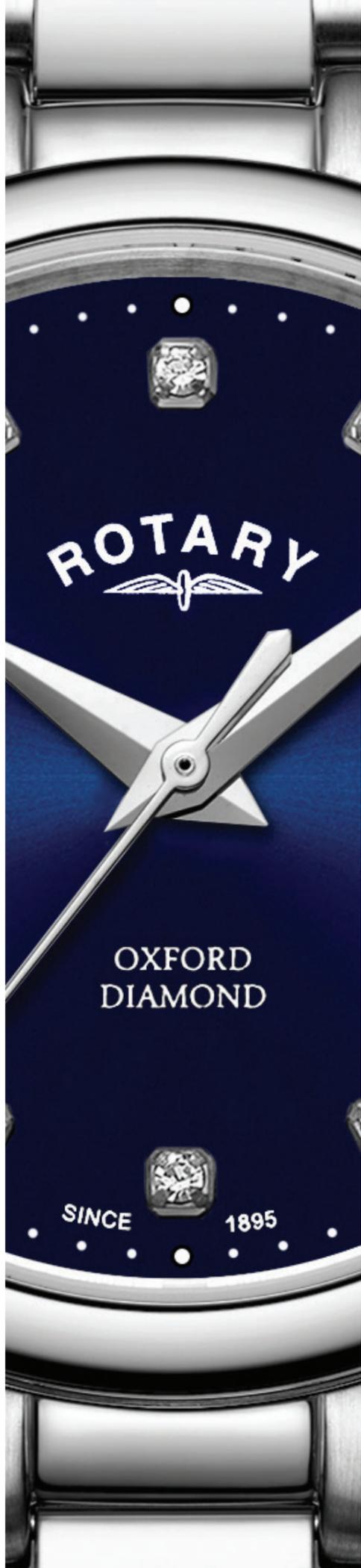
LB05277/41
Ø 29mm



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

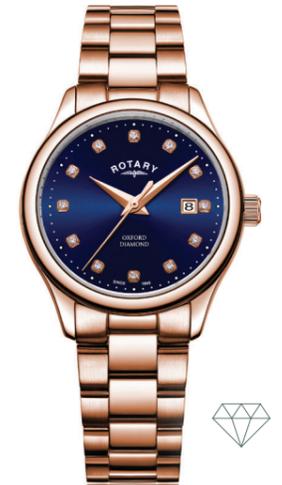
WATER RESISTANT 50M
CASE SIZE: 32 - 28 MM
DIAMOND INDICES
SAPPHIRE CRYSTAL
LADIES COLLECTION



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



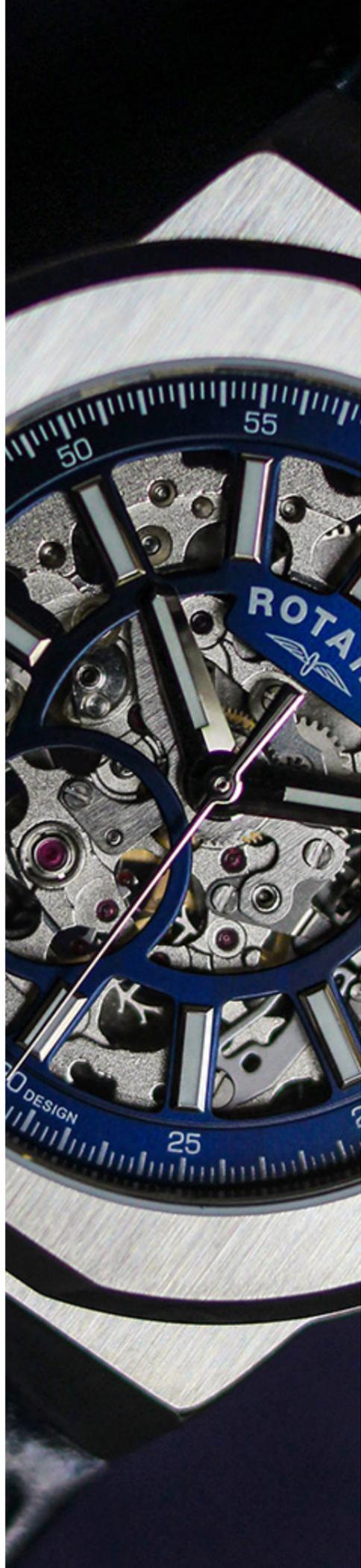
GS05354/05
Ø 42 mm



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 multi-faceted 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.



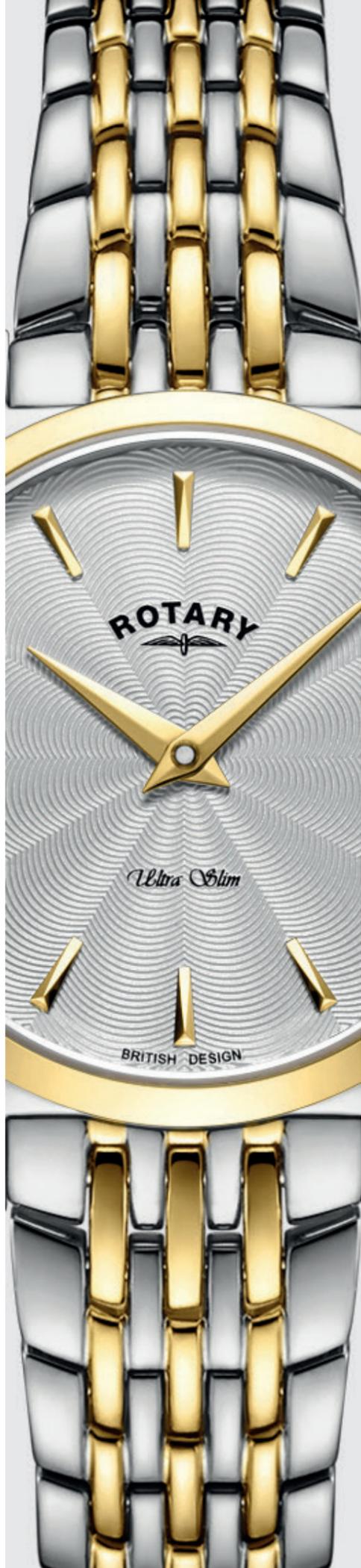
GB05415/04
Ø 40 mm



GS05415/05
Ø 40 mm

REGENT

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



ULTRA SLIM

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



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.



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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