

Feel **it!**



Collection 2020 **RADO**
SWITZERLAND

Feel **it!**

RADO
SWITZERLAND



Welcome to this edition of Feel It! We are proud to present our 2019/20 collection.

If you're reading this, then you're likely already a fan of Rado, or you're intrigued by our watches and our brand and are interested enough to want to know more.

In the watch industry, Rado is truly unique – a 'unicorn' to use the preferred modern terminology. Other watchmakers have always focused on the past, on tradition, on their own back catalogues and on the inner workings of a precision instrument. At Rado, we always look to the future, to innovation, to other industries and to the outside – as well as the inside – of the precision instruments we're proud to create. It's an approach that has made Rado a hugely successful name all over the world, but at the same time a name that remains exclusive.

A member of the Rado team here in Lengnau recently described Rado as being like your favourite band or your favourite club. You know everything about it, you're proud of it – but you want to keep it to yourself. This is what makes Rado exclusive. Our collection, by contrast, has something to appeal to design enthusiasts and watch lovers of all ages.

This is the Rado difference. Look at our watches. You can see the difference, and you can feel it.

Whether you love our iconic pieces, are looking for versatile, dynamic or authentic vintage looks, in this magazine you'll find what makes Rado so special to you, and to so many others around the world.

We hope you will enjoy reading about the materials, design and innovation that make Rado truly unique.

Matthias Breschan, Rado CEO

Above: Matthias Breschan, CEO.
Photo: Bertrand Vandeloise



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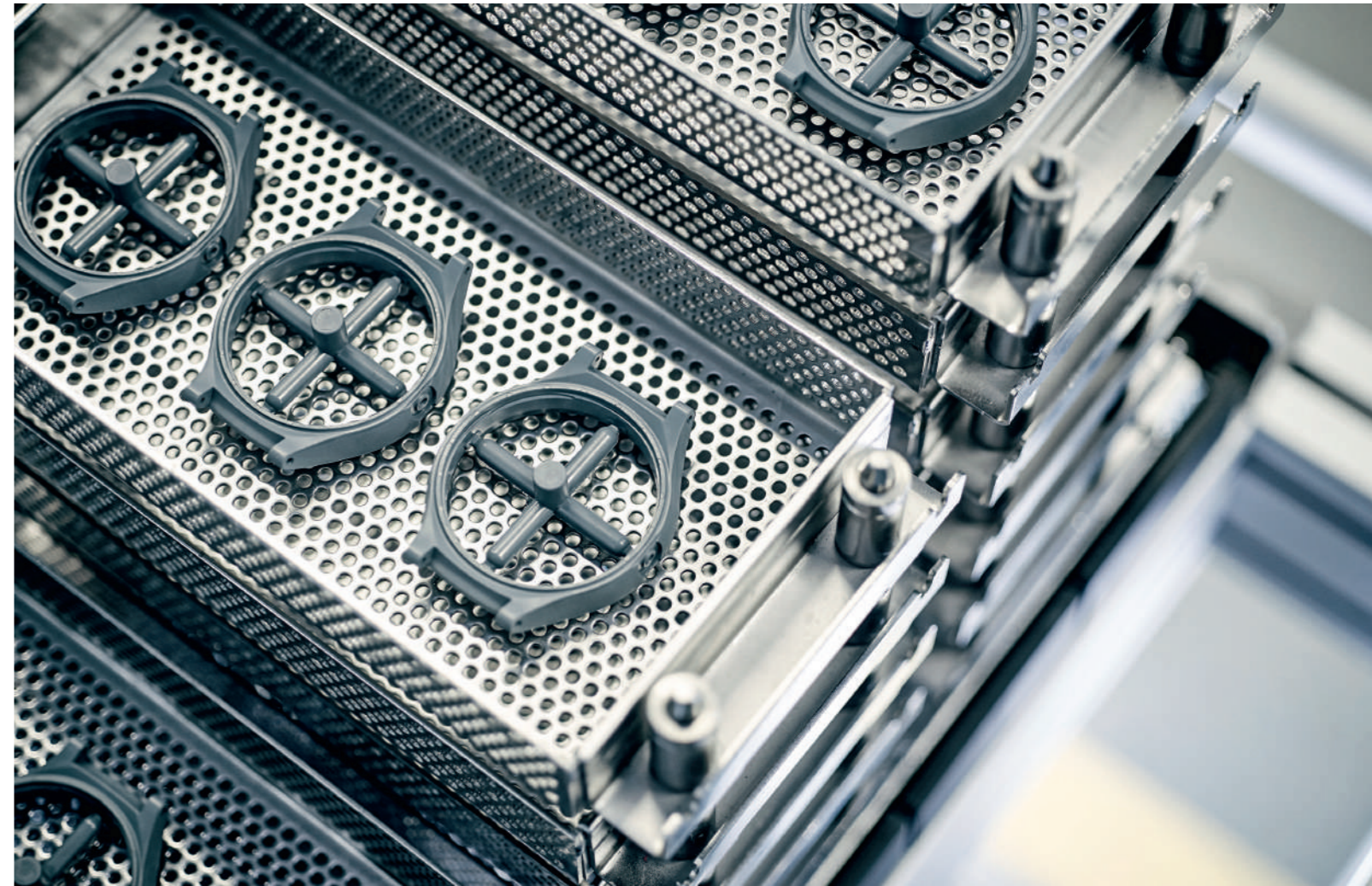
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ABOUT RADO

Rado is known as the Master of Materials for the way it has revolutionised traditional watchmaking, leading the industry by introducing high-tech ceramic, ultra-light high-tech ceramic, colourful high-tech ceramic and Ceramos to its design-led collections. An award-winning designer with numerous prestigious international prizes to its name, and considered the most forward-thinking design player in the watch industry today, Rado has always been a pioneer and leader, setting the standard and raising the bar. ©

RADO
SWITZERLAND

A COMPANY OF THE **SWATCH GROUP** OF SWITZERLAND

MASTER OF MATERIALS



RADO: MASTER OF MATERIALS

One eye on the future. If we can imagine it, we can make it. Never stop innovating. A piece of the future now. These are all descriptions we have used over the years to describe the high-tech, innovative and extremely durable materials Rado is famous for.

What lies behind the Rado high-tech revolution is cutting-edge science, the latest technology and the will to continue to be the leading light in the watch industry when it comes to high-tech materials. Rado has now perfected the creation, moulding, injection and finishing of a full range of materials. We take an in-depth look at Rado's unrivalled range and put the 'Master of Materials' claim under the microscope.

High-Tech Ceramic

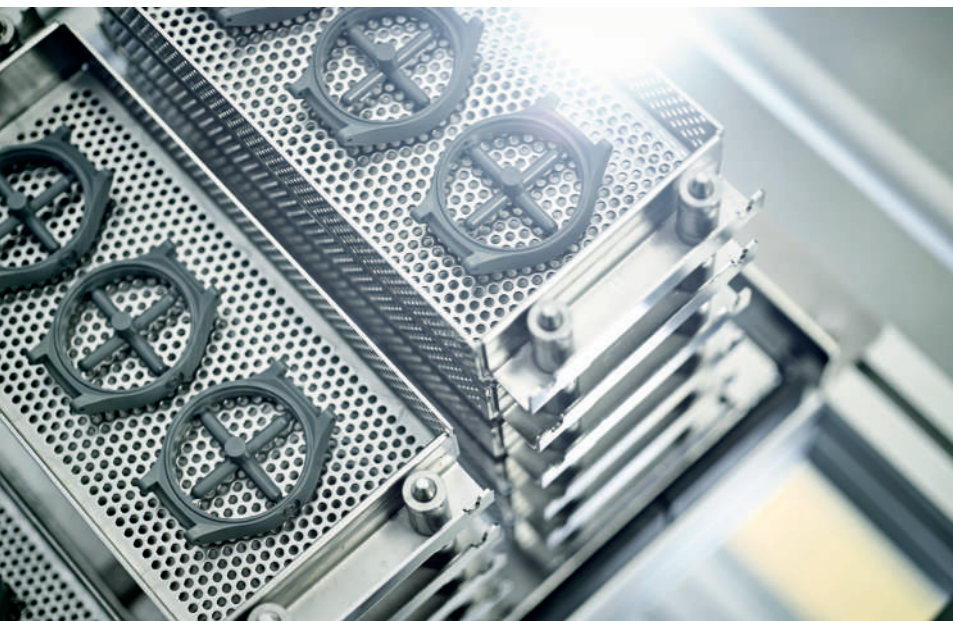
The use of high-tech ceramic in watchmaking is nothing new. Many watch companies have discovered the benefits of ceramic. Light, scratch-resistant and hypoallergenic, watch wearers are also convinced of its choice for high-quality timepieces that are designed to stand the test of time.

When Rado first used black high-tech ceramic for the middle links of the bracelet for the iconic Integral model back in 1986, high-tech ceramic *was* new. In fact, it had never been used in the same way before, in spite of other precision industries having previously used the material in cases where high performance and durability were essential.

Most Rado high-tech ceramic watches are made using ultra-fine zirconium oxide powder graded in microns. A micron represents 1/1000th of a millimetre. It is an extremely pure, finely calibrated, manmade substance. The benefit of high-tech ceramic, compared with regular ceramic, is that it is a completely dense and compact material in comparison with porous and fragile porcelain. It also does not require glazing to achieve its high-gloss finish.

Below: High-tech ceramic watch cases wait to be debinded.

Opposite: Rado True Thinline Les Couleurs™ Le Corbusier Limited Edition. Spectacular ultramarine high-tech ceramic.



Right: A high-tech ceramic watch case during sintering.

Opposite: Hardmetal bezels for the Original are ready to be machined.



We first used high-tech ceramic back in 1986. When Rado brought this black, shiny material to the watch industry, it was something truly new. It opened the door for colours to become associated with high-end watches. Since then, the innovation has continued with the introduction of a vivid and vibrant range of colours including nine of the most prominent from the Architectural Polychromy colour theory created by Le Corbusier in 1931 and 1959.

Plasma High-Tech Ceramic

A finished piece of non-coloured, translucent high-tech ceramic and an oven with a column that can reach temperatures of up to 20,000°C.

These are the two key ingredients for creating our pioneering plasma high-tech ceramic. First showcased in the collection way back in 1998, plasma high-tech ceramic has become a signature Rado touch. Finished ceramic pieces are placed in the oven. The plasma column heats to 20,000°C, activating gases at low pressure which permeate the surface of the ceramic, changing its molecular structure. The zirconium oxide particles on the surface are transformed into zirconium carbide particles which have a natural warm grey metallic appearance. As the colour comes from the inside out and is part of the material, it will never fade or lose its shine. While the process changes the colour



of the ceramic, it does not affect its key properties. This means that plasma high-tech ceramic is still light, scratch-resistant and hypoallergenic. It's nothing short of modern alchemy.

Ultra-Light High-Tech Ceramic

At Rado, we're often asked what the material of the future will be. We believe it's ultra-light high-tech ceramic and we're showing you the future, now. This material is known by a range of different names – silicon nitride, Si₃N₄, nitride de silicium – but they all amount to the same thing. Rado ultra-light high-tech ceramic is half the weight of regular Rado ceramic but, at 1,400 Vickers, it is even harder. The material first appeared on a limited edition True Thinline in 2012 and, since then, has gone on to be the key component

of award-winning watches from the HyperChrome range.

Hardmetal

This is where it all began for Rado in the world of high-tech materials. With the aim of creating a watch that couldn't be scratched, Rado created the distinctive DiaStar 1 back in 1962 using a material mix of tungsten carbide and a binder metal. It is dense, heavier than high-tech ceramic and seriously scratch-resistant. It proved to be the springboard for decades of materials research, development and technology. Without hardmetal, high-tech ceramic in watchmaking could still be merely a dream.

Sapphire Crystal

Before Rado used sapphire crystal for the DiaStar 1 in 1962, watchmakers

usually used glass or plastic to protect dials. Both glass and plastic are easy to scratch and that would have been at odds with the new DiaStar. Sapphire crystal is both scratch-resistant and transparent. Like glass, but much harder. Our introduction of this material set a new standard for the watch industry.

The sapphire used at Rado is 'grown' in a lab using the Verneuil process, which dates back to 1902 and was named after the French chemist who developed it. A single 'seed' is taken and used to create a 'boule', a cylinder of synthetic sapphire that can be sliced, polished, finished and treated with anti-reflective coating. All new Rado watches now feature sapphire crystal as standard to protect their dials.



Ceramos

Ceramos is another composite material, made up as it is of around 90% ceramic (titanium carbide or titanium nitride) and 10% metal binder alloy. It is seen as the evolution of hardmetal, offering the same scratch-resistant properties, but in a much lighter material.

Since it first appeared in the Rado collection as a similar composite back

in 1992 and then in its injected and machined form back in 2012, it has become a popular addition to stainless steel watches. Offering superior scratch resistance in key elements such as bezels and bracelet middle links, it also brings a dash of colour.

In 2018, we perfected the technology to create our pioneering injected monobloc case in steel coloured and rose-gold coloured Ceramos – another

breakthrough that has served to keep Rado at the forefront of material technology in watchmaking. ©

Above: A finished rose-gold coloured Ceramos DialMaster case in final polishing.

Opposite: The DialMaster Ceramos collection is a modern take on classic styling.

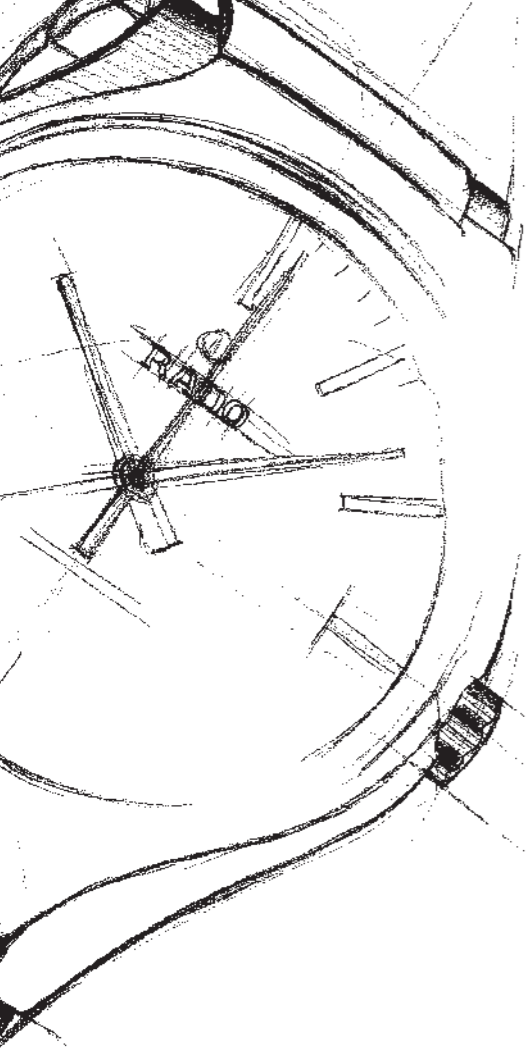


DESIGN



From left to right: Inma Bermudez, Evgenia Miro, Flora Miranda, Ayako Suwa (Photo: Rowland Kirishima), Bethan Gray

DESIGN IS OUR DNA



Konstantin Grcic, Bethan Gray, Jasper Morrison, Big-Game. These are some of the biggest names in the world of design and they've all worked to co-create watches with Rado. These are busy people working on multiple projects for big brands as well as their own studios. You can't just pick up the phone and call them – unless you're Rado.

As a company with a history of design connections, and as the winner of numerous prestigious international design awards in its own right, Rado is respected in the design world as a forward-thinking design player, an authentic and credible partner and as a pioneering promoter of the next generation of design talent through its Rado Star Prize design competition.

At Rado, we're not only passionate about design. We're absolutely dedicated to it. From distinctive shapes to groundbreaking materials, from colour theory to outstanding forms and

new technology, design is what drives us – and what sets us apart.

Our design collaborations inspire many of our most memorable pieces. Many start life as limited editions, but the technology required to make them remains and helps us keep pushing boundaries.

Designers show us what the future looks like. When they apply their unique vision to one of our watches, they often imagine things that have never been done before in watchmaking. Our challenge as co-creators is to make their vision a reality. From the rounded corners of Jasper Morrison's geometric r5.5 to the matt ceramic of Konstantin Grcic's Ceramica and the 'diamond dust' effect of Sam Amoia's galvanic growth dial, they've imagined it and we've made it – time and time again.

Join us for a journey through just some of Rado's major design milestones.



1962 – DiaStar 1

The elongated lozenge of the bezel and the bulky presence of an early sapphire crystal made the DiaStar an instant, unusual and futuristic star. It inspired numerous imitations, all keen to replicate its space-age appearance in a time where the future was an international obsession.



1990 – Ceramica

The first Rado watch to use black high-tech ceramic for the case and the bracelet, which together form a single unit. The minimalist design icon evokes modernity.



2002 – V10k

The case of what was touted as the world's hardest watch is covered with a high-gloss layer of synthetic nanocrystalline diamond coating, which offers a hardness of 10,000 Vickers. This atypical design with the case horizontally subdivided into three parts shows no visible crown.



2009 – r5.5

(co-creation with Jasper Morrison)

Designed by Jasper Morrison, the case of the r5.5 features Rado's first ever use of bracelet attachments with concave surfaces. The bracelet is flexible only up to a point, becoming rigid when fastened around the wrist and underlining its urban, industrial feel. The name is taken from the 5.5 mm corner radius of the case.



2011 – True Thinline

Rado's slimmest high-tech ceramic watch was also the first to feature the pioneering injected monobloc case. It looks like an archetypal wristwatch in form and design, while being anything but.



2016 – Ceramica

(redesigned by Konstantin Grcic)

"The redesign was a challenging brief, because the original Ceramica is absolutely iconic and pure. I wanted the new Ceramica to be a real watch for people who care about time, and a watch they would wear every day as a constant, reliable companion," said the designer of his reinterpretation of a Rado favourite.



2016 – True Phospho

(co-creation with Big-Game)

Swiss design studio Big-Game were one of the designers chosen to apply their unique vision to the True in 2017. "We decided to make the design by removing material rather than adding it, embodying the idea of 'less is more'". The True Phospho won a Red Dot Award and a Good Design Australia award.



2017 – HyperChrome Ultra Light

Using ultra-light high-tech ceramic for the case of this HyperChrome also required a little engineering on the inside. To balance the extreme lightness of the case, Rado replaced the brass bridge and plates with aluminium to keep movement weight to a minimum.



2018 – True Thinline Studs

(co-creation with Bethan Gray)

Applying her signature aesthetic to Rado's slimmest watch, award-winning British designer Bethan Gray created a striking timepiece. "The element of touch is very important," she said of the strap on her distinctive watch. "The textured leather where you can feel the grain gives a contrast to the smoothness of the ceramic case." ©

TEAMWORK MAKES THE DREAM WORK

At Rado, we have a history of co-creations and collaborations with renowned designers. Konstantin Grcic, Sam Amoia and Big-Game are just some of the established names who've worked with Rado and helped us gain the status of "most forward-thinking design player in the watch industry today."

The latest raft of design collaborations has seen Rado embrace our feminine side, with co-creations with some of the world's leading designers focusing on the slim silhouette of the True Thinline.

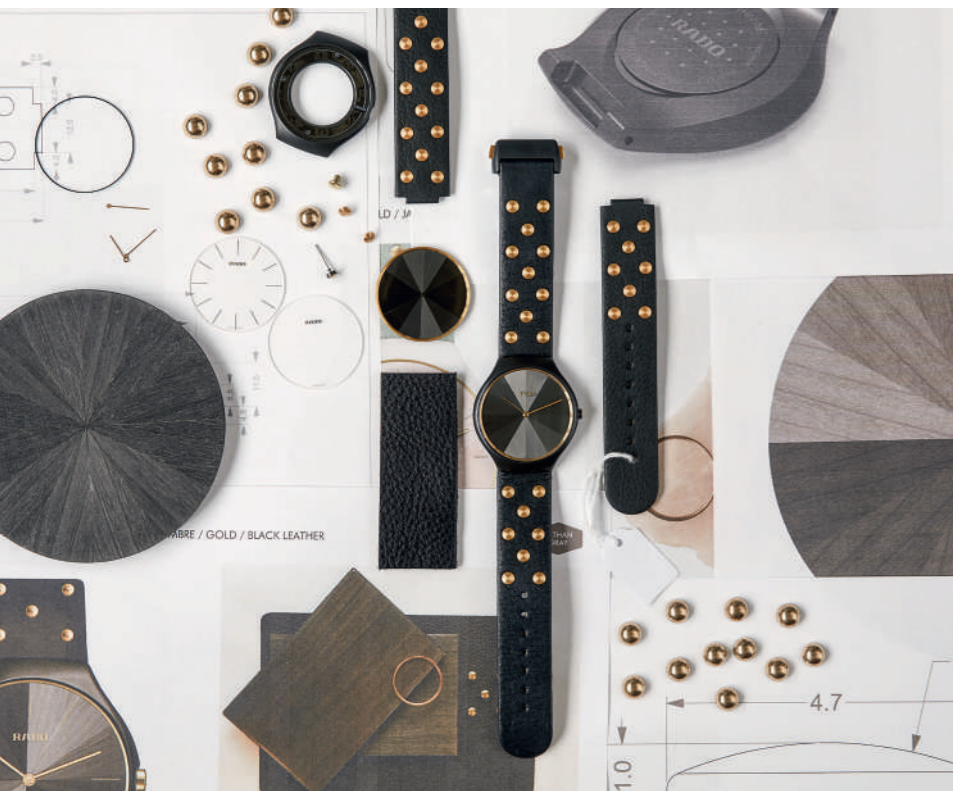
"We didn't actively seek out female designers to work with," says VP Product Development at Rado, Hakim El Kadiri. "It just happened that the designers we were keen to work with are women. Our criteria for a collaboration is always the same: a renowned designer making interesting use of materials or contrasts from outside the watch industry."

El Kadiri is spot on with his description of the designers Rado has worked with on the latest True Designer collection. 'Master of Materials' could apply just as easily to this quintet of visionaries as it does to Rado.

Bethan Gray is known for her use of leather, marquetry in tiles or wood and distinctive brass studs in furniture. Inma Bermudez creates porcelain treasures and reimagines everyday objects for some of the biggest names in contemporary interiors. Flora Miranda is blazing a trail in the fashion industry by creating clothes that are fluid

Below: Rado True Thinline Studs Limited Edition by Bethan Gray.

Opposite: Rado True Thinline Gem Limited Edition by Inma Bermudez.



Right: Rado True Thinline Deep Web Automatic Limited Edition by Flora Miranda.

Below: Rado True Thinline Toge Limited Edition by Ayako Suwa.

Opposite: Rado True Thinline My Bird Limited Edition by Evgenia Miro.



and dynamic in spite of using materials that are not typically used to make clothes. Evgenia Miro has worked with traditional, delicate materials such as silk and china and enjoyed the new experience of working with high-tech materials, techniques and technology. Ayako Suwa has brought the sensual inspiration she finds in food to an enduring piece.

Their creations are so separate, so unique and so imaginative that they challenged the Rado team, pushing them to the limit. “Each of the designers had elements of their watch that we had never made, or even considered making before. Dials in particular were a huge challenge. A watch can look good but it still has to be practi-

cal and readable and tell the time, or it isn’t a watch any more.” The challenges presented by the designers are not just about creating an object that is beautiful and practical. It’s also about pushing boundaries and staying at the forefront of innovation in a traditional industry.

“First and foremost, our designer collaborations are about research and development. The designer has a vision and we make it a reality. No matter how big the challenge, we always find a way. It sometimes takes numerous prototypes but we always deliver. We then take the new technologies we develop and use them on future models,” says El Kadiri. “For our collaboration with Sam Amoia in 2016, we had to

find a way to ‘grow’ diamond dust. It sounds impossible but we did it. Now, that unique, pioneering technology appears on a set of True Thinline watches that are among the most popular in our collection.”

Design collaborations with Rado are a two-way street. So what’s in it for the designer? “The chance to work on a micro-scale is usually a big opportunity for a designer – as well as the chance to design for a completely different audience with a different set of needs and wants.”

It’s a challenge and an opportunity that many designers have accepted to date and there will be many more to come. The fact that it’s a genuine

collaboration just goes to show that teamwork really does make the dream work. ©



TRUE THINLINE DESIGNER COLLECTION

We continue our design collaboration with renowned designers from around the world, this time focusing on the contemporary True Thinline collection. As a key player on the international design stage, at Rado we continue to push the boundaries in pioneering design, working with designers to bring new ideas, fresh perspectives and individual style to our timepieces.

Each design is limited to 1,001 pieces.



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3 |



4 |



5 |

1 | R27969182 Ø40 mm, automatic, True Thinline Deep Web
2 | R27012105 Ø39 mm, quartz, True Thinline Studs
3 | R27007702 Ø39 mm, quartz, True Thinline Gem
4 | R27014152 Ø39 mm, quartz, True Thinline My Bird
5 | R27009192 Ø39 mm, quartz, True Thinline Toge

THE ULTIMATE RADO TRIBUTE TO LEGENDARY COLOUR THEORY

Below: Rado True Thinline Les Couleurs™
Le Corbusier Limited Edition. Powerful orange
high-tech ceramic.
Credit: Lidewij Edelkoort, Trend Union
Photo: Lisa Klappe

Opposite: Rado True Thinline Les Couleurs™
Le Corbusier collection.



Rado was once known for producing black, square and shiny watches. They were instantly recognisable as Rado. But colour is something that runs through our extensive back catalogue. What began as limited edition accents to our monochromatic mainstays has become something of a passion project over the last 10 years.

From glossy and matt finishes in grey, green, brown and blue high-tech ceramic, to 'old bronze' ultra-light high-tech ceramic and rose gold coloured Ceramos, colour is now just as much at the heart of Rado as black and white ever were.

Our latest collection of full high-tech ceramic watches pay tribute to a true legend of design. The True Thinline Les Couleurs™ Le Corbusier celebrates the colour theory created by the pioneering and visionary architect in a truly unique collection. As the Master of Materials, we have used all the expertise we've gained during more than 30 years of working with high-tech ceramic to create watches in the nine Architectural Polychromy colours deemed to be some of the most challenging to create consistently.

Created in 1931 and 1959, Architectural Polychromy was ahead of its time, using 63 colours with architectural significance that help to create space and depth as well as having a profound physiological and psychological impact on the viewer. The colours are classified in nine groups of different shades and tones. The palettes are still used widely today





by architects and designers – a testament to their enduring appeal and long-lasting relevance as well as Le Corbusier’s unrivalled status as a true visionary.

Vibrant, velvety, balanced, bold, powerful, expressive, luminous, impressive and pure, the True Thinline Les Couleurs™ Le Corbusier watches are produced in limited editions of 999 pieces per colour. Each has a special case back design that includes all 63 colours. As ever at Rado, each piece is durable, scratch-resistant, light and comfortable to wear thanks to the full

high-tech ceramic and our pioneering monobloc case construction.

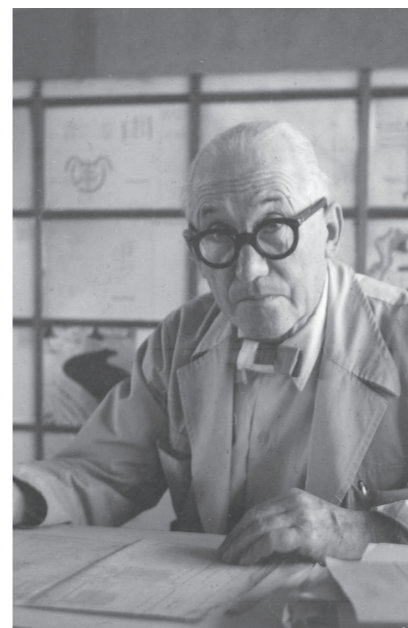
As the exclusive watch partner of Les Couleurs™ Le Corbusier, only Rado is able to make these exact colours and we are proud to produce them in our signature high-tech ceramic.

Often considered the ultimate Rado because of its breakthrough design, the True Thinline is the perfect watch to showcase our ability to create bold and dynamic colour and to pay tribute to Le Corbusier’s ground-breaking colour theory. Architectural Poly-

Above : Rado True Thinline Les Couleurs™ Le Corbusier Limited Edition. Luminous pink high-tech ceramic.
Credit: Lidewij Edelkoort, Trend Union
Photo: Lisa Klappe

Opposite above: Credit: ©FLC/ADAGP

Opposite below: Le Corbusier pictured in his studio.
Credit: ©FLC/ADAGP



chromy has helped shape and define the modern world as we see it – in glorious technicolour.

About Le Corbusier

Architect, designer, painter, urban planner, writer. The multi-talented Le Corbusier is considered one of the most important architects and designers of modern times. He established many of the ideas we have about modernity in general. Born in the heart of Swiss watchmaking country, his work inspired the Bauhaus movement and the International furniture style. He is widely remembered for his ground-breaking theory of colour, which led to the development of an architectural colour palette.

About Le Corbusier’s Architectural Polychromy

The purist palette of 1931 includes 43 shades in 14 series. The series are composed of solid colours and masterfully graduated brightening. The second collection from 1959 completes the Architectural Polychromy with 20 colours that are more powerful and dynamic. The combination of colourful and achromatic hues and different brightness values underlines the extraordinary experiences of Le Corbusier in architecture and as a painter, which form the foundation of the entire Architectural Polychromy. ©

TRUE THINLINE LES COULEURS™ LE CORBUSIER

We are proud to present a highlight from our new collection – the True Thinline Les Couleurs™ Le Corbusier. Nine unique, vivid and vibrant colours from Le Corbusier's legendary Architectural Polychromy colour theory are the latest full high-tech ceramic additions to the Rado collection.

Each colour is limited to 999 pieces.



- 1 | **R27090602** Ø39 mm, quartz, Cream white 32001
- 2 | **R27097672** Ø39 mm, quartz, Pale sienna 32123
- 3 | **R27091612** Ø39 mm, quartz, Iron grey 32010
- 4 | **R27098682** Ø39 mm, quartz, Grey brown natural umber 32141
- 5 | **R27093632** Ø39 mm, quartz, Sunshine yellow 4320W
- 6 | **R27094642** Ø39 mm, quartz, Luminous pink 4320C
- 7 | **R27095652** Ø39 mm, quartz, Powerful orange 4320S
- 8 | **R27096662** Ø39 mm, quartz, Slightly greyed English green 32041
- 9 | **R27092622** Ø39 mm, quartz, Spectacular ultramarine 4320K

VINTAGE



MADE FOR MODERN EXPLORERS



The 1962 Rado mission to create the world's first scratch-resistant watch was not the only mission of the year.

During the 1960s, the Rado founders had a clear vision of what they wanted the collection to look like, what it should offer and to whom it should be targeted. With this in mind, they created a sports watch, a classic watch and a dress watch. The only thing missing? A distinctive, functional and fun, diver-style watch. Enter the Captain Cook.

With its circular case and innovative sloping bezel, it was an instant success. Sword and arrow shaped hands sat under the 'bubble' of the glass and the simple leather strap made it a straightforward, utility watch for men who wanted to get things done. It was both classic and practical, embracing the spirit of the times.

For the next 6 years, the Captain Cook was a key part of the Rado collection, selling all over the world and making its mark as one of our milestones. In 1968 it finally fell out of favour, the victim of changing tastes, new fashions and the new generation's desire to wear something different from the watches their parents had chosen.



The Captain Cook Automatic 42 mm has a high-tech ceramic bezel inlay and sapphire crystal dial protection.

Opposite: Rado Captain Cook 37 mm Limited Edition.



A Starliner
Kalender-Automatic
Mod. 11 680 DM 244.-
Goldplaque
Mod. 11 681 DM 244.-
Edelstahl

B Starliner
Damen-Automatic
Mod. 760 DM 230.-
Goldplaque
Mod. 761 DM 230.-
Edelstahl

C Captain Cook
Kalender-Automatic
Drehbarer Reif und
Stunden-Einteilung
Mod. 11 683 DM 257.-
Edelstahl

D Over Pole
Kalender-Automatic
Drehbarer Reif und
Stunden-Einteilung
Mod. 11 682 DM 257.-
Edelstahl

Starliner - Captain Cook - Over Pole
Spezialmodelle für aussergewöhnliche Belastungen, 220 m Tauchtiefe, 40 000 m Höhe, sowie Schwimmen, Skilaufen usw. sind ohne Einfluss auf ihren Gang. Offiziell geprüft unter dem enormen Druck von 22 Atmosphären (22 kg/cm²) und 100 % wasserdicht durch das Water-Sealed System. 25 Rubine.

Für Tiefseetaucher, Tauchgenieure, Sportler, Rennwagenfahrer usw. welche besonders hohe Ansprüche auf Zuverlässigkeit stellen. Besonders klare und leuchtstarke Spezialziffern.

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Above: A page from a Rado catalogue from the 1960s with an original Captain Cook model. Photo: Rado archive

Opposite: The new Captain Cook 42 mm models are made for modern explorers.

But what goes around comes around and trends in watchmaking are no different.

In-line with the predictions of renowned designer and trend forecaster Lidewij Edelkoort, vintage watches recently became a focus for the younger generation in their quest for authentic and enduring design.

It was this desire that was driving internet searches for genuine vintage models - our very own Captain Cook

among them. Now, just as popular as the true originals are the contemporary pieces that evoke their spirit but are tailored to suit modern tastes, proportions and expectations. It was Li Edelkoort's observation that led to the revival of the Captain Cook in 2016 before the vintage watch boom truly began.

With more choice than ever before, more places to buy and access to more information, modern watch buyers are spoiled for choice. At Rado, we knew we had to create a piece that would stand out for its authentic good looks, would have the 'wow' factor and pass muster with the watch bloggers and reviewers who have the power to shape opinions and can make or break a model with their opinions on quality, authenticity, wearability and style.

With the plan of creating a watch for modern explorers, we considered a range of environments. The urban jungle, off the beaten track, the road less travelled and the sea all featured in our design process.

The familiar, innovative, sloped bezel now appears in high-tech ceramic and sapphire crystal replaces the glass used in the '60s. These two elements bring the scratch resistance modern wearers need and expect as well as retaining the original Captain Cook look.



We've brought in the colours Rado has become known for. Original glossy black, deep blue, lush green and an earthy grey-brown appear with tone-on-tone dials and a choice of straps add the all-important element of personalisation and the chance to create a unique, bespoke look. Rugged materials combine and contrast with

the sleek smoothness of the high-tech ceramic. The original sword and arrow hands and chunky indexes benefit from the long-lasting glow of Super-LumiNova® and the new 42 mm cases are powered by the might of the ultra-modern ETA C07 automat-

ic movement with up to 80 hours of power reserve. The complete package is authentically vintage at the same time as being captivatingly contemporary. Made for modern explorers, it is already navigating its way into the hearts of a new generation of watch lovers. ©

TRADITION CAPTAIN COOK

The new Captain Cook collection is a modern take on a legendary Rado name. Delivering all the vintage style of the 1962 original but with 21st century updates, it's a new hero made for modern explorers. Forget traditional and think pioneering: the new Captain Cook collection brings all Rado's milestone moments together for maximum impact.



- 1 | R32505205** Ø42 mm, automatic
- 2 | R32505305** Ø42 mm, automatic
- 3 | R32505315** Ø42 mm, automatic
- 4 | R32505313** Ø42 mm, automatic
- 5 | R32505153** Ø42 mm, automatic
- 6 | R32505203** Ø42 mm, automatic
- 7 | R32500703** Ø37.3 mm, automatic
- 8 | R32500315** Ø37.3 mm, automatic, limited edition of 1962 pieces

The new Captain Cook 42 mm is also available with an exclusive travel pouch and exchangeable straps featuring the Rado EasyClip system.

A CONTEMPORARY EVOLUTION OF VINTAGE DESIGN

Below: Rado Tradition Golden Horse Limited Edition.

Opposite: Rado Tradition Golden Horse Automatic.



1957 marked the launch of the very first collection of watches under the Rado name, among them the famous Golden Horse. It was a demonstration of early leadership in creating watches as fashion items and personal style statements.

Until the 1950s, watches were traditionally passed down through families. Rado created the Golden Horse in stainless steel - a bold move in an age where precious metals such as gold and platinum were traditionally used in watchmaking. The decision set Rado apart and contributed to making the watch a fashion item and personal style statement.

The original Golden Horse collection was a straightforward proposition. It had no unnecessary decorations, just the functional imperatives. The 37 mm stainless steel case housed a curved, crimson and black dial. With its ombré effect, it was the perfect background for the two gold coloured seahorses. Golden Horse was written across the dial.

The date window at 3 o'clock had red numerals on a white background, an unusual but readable touch. The signature moving anchor symbol, which now appears on Rado automatic watches, was also a feature of the original collection.

The printed calf leather strap used the crocodile pattern from the flank - a design very common in 1957 but not often seen today. Three seahorses and three stars showed that the case back was screwed to the case.

In 2019, we've revisited the Golden Horse collection with two distinct approaches. The first is a reimagining of the original collection but with some modern tweaks. Sapphire crystal, now a feature of all Rado watches, replaces the acrylic glass used for the original and the quality, Swiss made ETA automatic C07 automatic movement offers a power reserve of up to 80 hours.

The second approach reflects the fact that, at Rado, we always have one eye on the future - even as we remain in touch with our illustrious past.

To complement the 'new vintage' Golden Horse 37 mm models, we are also proud to present 'new contemporary' Golden Horse Automatic models. These are based on the original design but with exaggerated elements. The case is bigger, the bezel is bolder, the crown more distinctive. This makes the vintage inspired shapes stand out for a unique look and feel that are still clearly Rado.



Stainless steel cases with complementary elements in rose gold coloured Ceramos or the warm metallic shine of plasma high-tech ceramic offer a two-tone look that is both a vintage design element and a Rado hallmark. A pair of seahorses appears on each dial.

The 42 mm range includes models with dark grey, blue, green and silver dials and each has a choice of interchangeable leather strap, three-link or rice grain style stainless steel bracelet. Contemporary watchmaking technology allows each bracelet to be easily exchanged without the need for tools.

These larger models are powered by the Swiss made ETA C07 automatic movement with extended power reserve of up to 80 hours.

Modern design features and a vintage base allow the Golden Horse automatic models to unite Rado's illustrious past and our glorious present. Vintage design is carefully balanced with bold new elements using our latest pioneering materials innovations. Injectable rose gold coloured Ceramos is our unique wonder material, made using approximately 90% high-tech ceramic and 10% metal alloy for a luxurious shine

and superior scratch resistance. We pioneered plasma high-tech ceramic back in 1998. It is still unrivalled when it comes to colour, lightness, long-lasting shine and durability.

Whether you prefer the modern update of the vintage original or the latest evolution in design, with the eye-catching new Golden Horse collection, evolution beats revolution for a strong design statement and a truly versatile contemporary timepiece. ©

TRADITION GOLDEN HORSE

Inspired by the 1957 original, the new Golden Horse is a strong design statement and a truly versatile contemporary timepiece. Featuring elements in pioneering plasma high-tech ceramic and rose gold coloured Ceramos, it's a unique look that is still distinctly Rado.



- 1 | R33100013** Ø41.8 mm, automatic **2 | R33101105** Ø41.8 mm, automatic **3 | R33101204** Ø41.8 mm, automatic **4 | R33930153** Ø36.5 mm, automatic, limited edition of 1957 pieces **5 | R33930355** Ø36.5 mm, automatic, limited edition of 1957 pieces **6 | R33103314** Ø35 mm, automatic **7 | R33102103** Ø35 mm, automatic **8 | R33102903** Ø35 mm, automatic

TIMELESS, AGELESS AND OF THE MOMENT

Although a concept that has been in common usage for many years, it was in the 1990s that vintage fashion made its first appearance in the mainstream public consciousness. It quickly became a byword for cool, chic style and was seen on everyone from actresses to supermodels. Done well, it was a desirable look that – for most – was unattainable.

What happened that made something old the new new? In an age where fast fashion first allowed us to buy the latest looks at affordable prices, high streets became generic and those using the city as their catwalk started to look like clones. Once the preserve of the well-heeled, the latest designer collections quickly became easy to reproduce and everyone could copy the latest look.

Fashion-forward thinkers including stylists and designers, turned their attention to the past in search of authentic pieces that held the essential quality of being unique.

The fashion industry quickly realised the trend and shops soon overflowed with new, synthetic versions of the cotton tea dresses, leather brogues and briefcases, tweed and wax jackets seen on celebrities, whose popularity

was growing. With vintage fashion now made commercial, it was simply a trend – and one that came and went just like all the others.

But certain elements of the vintage boom remain. The ideas of uniqueness, timelessness and agelessness endure. A new generation is hooked on vintage fashion, styling and accessories just as they seek to stand out for all the right reasons.

Sustainability is a huge consideration in our world of rapid innovation and obsolescence. A piece must truly be worth the investment in order to make a new generation buy. (The general rule of thumb for clothing is that you should believe you'll wear it at least 30 times. If not, leave it on the rack.) Vintage pieces have already lived a life and now they're ready to be loved again.

The need to stand out in the world of social media has further strengthened the appeal of vintage style. Do you stand out by being exactly the same, or by being unique? By being uniquely and authentically you?

A strong sense of self is what now drives the interest in vintage, unusual,

unique, design-led pieces that can be personalised for a truly singular statement that celebrates individual style – and looks super slick in the all-important selfie.

Inter-generational dressing and cross-pollinating style is where the cool kids – and parents and grandparents – are setting themselves apart and making a strong visual impact. Growing old gracefully and dressing your age are a thing of the past. Instagram grannies are lauded for their clothing choices just as much as their younger, less seasoned counterparts and twenty-something hipsters are matched step for step by dashing older gentlemen.

The essential timelessness, agelessness and uniqueness of vintage style are enduring, long-lasting – and here to stay. ©

Opposite: The Rado Tradition Captain Cook was inspired by the 1962 original and is an authentic addition to ageless style.
Credit: Lidewij Edelkoort, Trend Union
Photo: Joanna van Mulder, assisted by Maxime Leyvastre



THE ORIGINAL OUR FIRST SCRATCH-RESISTANT WATCH

Picture the scene. It's 1962 and Rado is just five years old. The Golden Horse collection that first appeared in 1957 has put the company on the map, but the founders have a vision – to create the world's first scratch-

resistant watch. They are determined that nothing will stop them from achieving it.

This is where the original Rado statement “If we can imagine it, we can make it. And if we can make it, we will,” comes from. Determination, perseverance, and absolute conviction in what you're doing are admirable qualities. But, at the time, what they were doing represented both a great opportunity and an enormous risk.

The opportunity? If they achieved their goal, they would revolutionise the watch industry. The risk? Nobody had ever seen a watch that looked like the one they had been prototyping. Like the vision itself, the DiaStar 1 was completely unique. The rest, of course, is watchmaking history.

The elongated ellipse of the durable hardmetal bezel, the reassuringly chunky and robust case and the substantial bulk of the sapphire crystal have inspired many imitations. The original Original has been produced continually since its launch in 1962, racking up an impressive 57 years in the Rado collection and being instantly recognised wherever it appears.



Nowadays, the Original is finding a new fan base. Young designers and artists are drawn to our iconic Original, reassured by its weight. It's a rock in the ocean in our modern, digital world where many things are abstract, nebulous and intangible.

Originally marketed using a super masculine arm, the DiaStar 1 is now also finding favour across the gender spectrum offering, as it does, a unisex

appeal with versions in different sizes, dial designs, different case and bracelet colours and options with or without diamonds. The DiaStar 1 has become a truly democratic design statement.

Its scratch resistance knows no bounds, it is ageless, timeless and still – in its seventh decade – truly and completely unique. It is the Original. ©

Left: An early advertisement for the Rado Original celebrates its scratch resistance. Photo: Rado archive

Above: The Rado Original.

TRADITION ORIGINAL AND HYPERCHROME 1616

In 1962, we revolutionised watchmaking with the scratch-resistant DiaStar. Incorporating the bold and ageless appeal of the first DiaStar, the Original bears the features, functions and distinctive look Rado enthusiasts know and love. It is, quite simply, a Rado legend. Impressive, oversized and with genuine vintage appeal, the HyperChrome 1616 is a blast from Rado's distinctive, design-led past reimagined for modern wearers. For a stand out look that seamlessly connects the past and the present, it's the perfect timepiece.



1 | R32170015 Ø46 mm, automatic **2 | R32171155**
Ø46 mm, automatic **3 | R32171205** Ø46 mm, automatic
4 | R12995153 Ø38.5 mm, automatic **5 | R12998153**
Ø38.5 mm, automatic **6 | R12999253** Ø38.5 mm,
automatic

LIGHTNESS



Image from Rado *Designing lightness* exhibition.

Foreground: *Angelin* (2010) by Constance Guisset.

Background: *Yours and ours* (2015) by Sam Baron and Formafantasma.
Signatures of each team member's breath, captured in glass.

NOMADIC LIGHTNESS

By Lidewij Edelkoort

“In the current chaotic time frame where everything is changing, humans feel a need for lightness as well as light in the sense of illumination, enlightenment and serenity. The remarkable lightness encapsulated in Rado’s timepieces is derived from the use of ceramic materials, which, interestingly, are archaic and futuristic at the same time. Ceramic materials are as old as the world, and now they are being transformed, reworked and re-assessed. This approach is a growing trend in design, where we see the slow craft movement embellishing and embedding high-tech into slow crafts in hitherto unseen combinations. And you see it on a wide spectrum – from the revival of knowledge of endangered handicrafts to laboratories growing leather, where the latter will bring about a huge democratisation of the material. I wonder when we will see the first watchstrap made of lab-grown leather?”

Lightness is not only present in small objects, clothes and accessories. The quest for lightness is also present in the design of more efficient and sustainable airplanes, cars and houses. In humanity’s striving for a better planet we simply need lightness, which is why we are now, and even more so in the future, experiencing several dimensions of fluid lightness. Often combined with well-made beautiful crafts with a romantic attention to detail, all those things that we lost in the race for cheaper production are (also) appealing again. The return of quality means doing away with the throwaway mentality, which paves the way for moderation and constraint as we consume less.

Despite the ongoing globalisation of trends and behaviour, there is also a growing number of differences, regional flavours, regional making and production, which enhances the fact that every place has its unique qualities. This is being offered more and more – local and regional flavour is intact and very present. A global brand must also be locally rooted. You cannot instantly start a global brand: a brand must belong somewhere. Look at the distinctive gentleman’s tailoring from England, or at the handful of classic French fashion houses that simply *are* Paris. And look at the precision and heritage of the Swiss watch industry.

Luxury groups recognise that the whole world is going through a reflection on change – nobody thinks things will remain the same. In that context the key to survival for the global brands is to be part global and part local. Even if they remain organised for world distribution, brands must also offer local design, which will add local flavour to their global collections, and it will also be beneficial for the local economy. I am convinced that we will see even more collaborations and complementary, intelligent co-brandings between different industries in the future. Co-branding gives you the opportunity to be innovative, creative and credible with the best possible partner; you walk together for some time and co-own the project.



This is also related with the growing movement of independent people that are not just travelling, but leading a nomadic, transitional existence. You may spend a year in Tokyo, followed by a project in Toronto – and then there is a job opportunity in Rio, or China. This kind of fluid instability becomes a nomadic way of life, which calls for lightness in design in order to be movable and portable. Now we are just seeing the start – a young generation will completely change the way we do and make things, they will overhaul everything and invent a new and more equal economy, but that will take twenty years, I guess.” ©

– As told to Anders Modig

Lidewij Edelkoort, founder of Trend Union, is a trend forecaster based in Paris and New York. Former Chairwoman of Design Academy Eindhoven, she is currently dean of a new Master’s program in Hybrid Design Studies at Parsons School of Design.

Lidewij Edelkoort, founder of Trend Union.
Photo Ruud Van Der Peijl

UNRIVALLED INNOVATION AND LIGHTNESS

When it was first launched in 2011, the Rado True Thinline was hailed as an outstanding piece of innovation. Years of research had led for the first time to the construction of a monobloc ceramic case – something that had never been achieved before.

Previously, ceramic watch cases had always contained a steel 'heart' as a base. The Rado True Thinline made such a construction impossible as the case of the watch was so thin. The resulting design was a resounding success: a watch case made entirely of ceramic and offering unrivalled levels of lightness and comfort.

25 years of expertise with high-tech ceramic had helped us to develop the

process for creating a monobloc case. A liquid form of ceramic is injected into a mould and it is then subjected to pressures of up to 1,000 bar. The pressure is slowly released and the finished case is gently eased out of the mould. Finally, the case is 'sintered' at 1,450°C in a furnace.

Even for the Master of Materials, creating the tools required for the process was extremely difficult. The biggest challenge was creating a mould that included all the openings for the bracelet and crown. In a separate, delicate procedure, these are fixed to the case by hand later. The mould had to be a precision instrument. If something was even slightly out of place, it would be impossible to add the move-

ment and other parts to the case and the materials would be wasted.

An added complication lay in the fact that high-tech ceramic decreases in size by 23% during sintering. So, not only did the mould need to be completely accurate in its design, but it also had to allow for shrinkage at exactly the right ratio to ensure that all the proportions were correctly sized down to one tenth of a millimetre.

We have since perfected the monobloc case and it features on all our full high-tech ceramic models in the Hyper-Chrome, DiaMaster, True and True Thinline collections.

The True Thinline is the thinnest ceramic watch that Rado has ever produced, with the cases of the quartz models measuring just 5 mm. They may be thin but they are not lacking in style or substance.

Each new design draws on the success of the original collection, bringing new colours and dial effects. Three link high-tech ceramic bracelets complete the super slim stylish look. Ultra-thin, amazingly light and super scratch-resistant, these could be the most comfortable watches in the world. ©

Above: Rado True Thinline in white high-tech ceramic.
Credit: Lidewij Edelkoort, Trend Union
Photo: Thomas Straub

Opposite: The True Thinline is our slimmest watch. Quartz models are just 5 mm thick.



TRUE THINLINE

The True Thinline could be considered the ultimate Rado timepiece. First introduced to the collection in 2011, these automatic models are among Rado's slimmest, the first to feature the groundbreaking monobloc case and are presented in full high-tech ceramic. With lightness, scratch resistance and wearer comfort guaranteed, they are designed to stand the test of time.



- 1 | R27088102** Ø39 mm, automatic
- 2 | R27088312** Ø39 mm, automatic
- 3 | R27006912** Ø39 mm, quartz
- 4 | R27004302** Ø39 mm, quartz
- 5 | R27005902** Ø39 mm, quartz
- 6 | R27010102** Ø39 mm, quartz
- 7 | R27957012** Ø39 mm, quartz
- 8 | R27741182** Ø39 mm, quartz
- 9 | R27956722** Ø30 mm, quartz
- 10 | R27958722** Ø30 mm, quartz

DYNAMIC

DESIGN THAT
MOVES YOU

Sweeping staircases, ergonomic handling, aerodynamic shapes, flexible, fluid proportions. Free-flowing movement is a concept associated with many areas of design from architecture to cars, to digital devices to mobile technology, from furniture to fashion.

Dynamism and movement were also the inspiration behind the sporty HyperChrome.

The Dancing House in Prague, Czech Republic



A PERFECT MATCH FOR MEN OF ACTION

When it comes to watches, nothing represents the essence of male wearers like an automatic chronograph.

Features and functions that work in the gym or for outside training,

housed in a case and with a bracelet or strap that's comfortable to wear and look good on every occasion are standard requirements for men on the move.

"Practical, functional, comfortable, stylish. In that order. That's what a great man's watch should be," says Rado CEO Matthias Breschan. "If you're going to wear it every day at work, at home, to do sports and go out in the evening, a man's watch needs to be a great all-rounder. It has to work just as hard and smart as the man who wears it."

Step forward the HyperChrome Automatic Chronograph. But how does it stack up against Mr. Breschan's demanding list of requirements?

Practical? Scratch-resistant, high-tech ceramic models are durable and equal to every pace they're put through. They're guaranteed to look just as good in years to come as they do now, thanks to our pioneering materials technology.

Functional? With precision, Swiss-made movements with up to 80 hours of power reserve, you can rely on them to pick up where you left off



if you decide to have a watch-free weekend. Powered by the wearer's movements, they favour a man on the move. The date and stopwatch functions mean you're always on time.

Comfortable? Choose the strap that suits your needs in textile, metal, rubber or leather. Fluid design ensures an ergonomic fit on the wrist and the

high-tech ceramic models are hypo-allergenic.

Stylish? Choose from understated matt models or go for eye-catching glossy models in polished and pioneering high-tech ceramic. Either way, you'll have a watch that is bound to attract attention and help start conversations.

At 45 mm, our high-tech ceramic automatic chronographs are full of features a watch lover will appreciate, a tennis fan will love and a man of action will find an essential part of his wardrobe. ©

Below: HyperChrome Match Point Limited Edition



THE CHOICE OF A CHAMPION

Rado's sporty HyperChrome collection was inspired by the classic, fluid and flowing case shape of the early Golden Horse models from 1957. But when it made its debut in 2012, it was a world away from the early Horse models.

Embracing the new monobloc case and exploring new colour technologies, models quickly appeared in black, white, chocolate brown, cool grey and with yellow and rose gold coloured elements in high-tech ceramic and Ceramos. Automatic chronographs, day date and three hand automatic as well as a range of quartz models entered the collection. The result? A collection offering a huge choice for customers looking for an eye-catching and sporty look in our signature, scratch-resistant, light and hypoallergenic materials.

The HyperChrome quickly became our tennis watch and was inspired by our association with the fast-paced racket sport we support. It's even the watch that features on our corner clocks at the tournaments we sponsor.

Finding a home with wearers on and off court, the collection has gone from strength to strength. The Hy-

perChrome has also recently become the choice of a champion.

Rado Young Star Ashleigh Barty has won several WTA singles and doubles titles. She reached the top of the world rankings when she stole the WTA number one spot in June 2019 following her wins at the French Open and Birmingham Classic. She is the only current player ranked in the top 10 in both singles and doubles. We caught up with Ash on tour to talk tennis, and find out why she chose the HyperChrome.

You've had an amazing season so far. What do you think is the secret to your success? Thank you, I am very proud of what my team and I have been able to achieve this year and I hope we can finish the season strongly over the coming weeks. I am enjoying the journey rather than the destination; I think embracing the highs and the lows has been a big part of doing well this year. I also give an enormous amount of credit to the people I have around me. They bring out the best in me on and off the court.

It's been great to see you lift those trophies this year with a



Rado on your wrist. Which watch do you wear? I am a little bit obsessed with my Rado watch collection. My current favourites would have to be the HyperChrome and the True Thin-line Les Couleurs™ Collection, I love the different colours for the summer months.

Why did you choose the HyperChrome? It is stylish, beautifully designed and goes with everything. I wear it at the tennis courts, out to dinner and when I go to events. It is one of the most

versatile watches I own and has fast become my go-to watch for any occasion.

You spend so much of the year busy and on the road. What does time mean to you? Time is precious to me, especially time at home which seems to go very quickly. Life as a tennis player can be tough, especially when we are away for long periods. I am making an effort to enjoy every moment on the road, as I know the travel won't last forever and I am very lucky to be living this life.

What are you most looking forward to in the season ahead? I always look forward to starting the season at home. Being able to play a Grand Slam in Australia is something special and I always appreciate the local support. The goal for my team and me in 2020 will be to continue to improve every week and do well in Grand Slams. Playing in the 2020 Olympics is also a goal for me, I have never been to the Olympics before so it would be very special to take part and represent my country. ©

HYPERCHROME

Dynamic, sleek and sporty, the HyperChrome collection is designed to look just as good with a business suit as it does with a casual outfit or even sports gear. The HyperChrome delivers the functions you need with the style you want.



1|



2|



3|



4|



5|



6|



7|



8|



9|

- 1| R32022312** Ø45 mm, automatic, chronograph, limited edition of 999 pieces
- 2| R32022105** Ø45 mm, automatic, chronograph, limited edition of 999 pieces
- 3| R32022305** Ø45 mm, automatic, chronograph, limited edition of 999 pieces
- 4| R32111162** Ø45 mm, automatic, chronograph
- 5| R32525202** Ø45 mm, automatic, chronograph
- 6| R32121152** Ø45 mm, automatic, chronograph
- 7| R32259203** Ø44.9 mm, quartz, chronograph
- 8| R32502313** Ø44.9 mm, quartz
- 9| R32050153** Ø44 mm, automatic, limited edition of 999 pieces



1|

2|

3|

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8|



9|

10|

- 1| R32029152** Ø42 mm, automatic **2| R32021102** Ø42 mm, automatic **3| R32254302** Ø42 mm, automatic
4| R32252162 Ø42 mm, automatic **5| R32482722** Ø36 mm, automatic **6| R32523722** Ø36 mm, automatic
7| R32260712 Ø36 mm, automatic **8| R32041702** Ø36 mm, automatic, available in Ø42 mm, limited edition of 1314 pieces **9| R32124302** Ø36 mm, quartz
10| R32126902 Ø36 mm, quartz

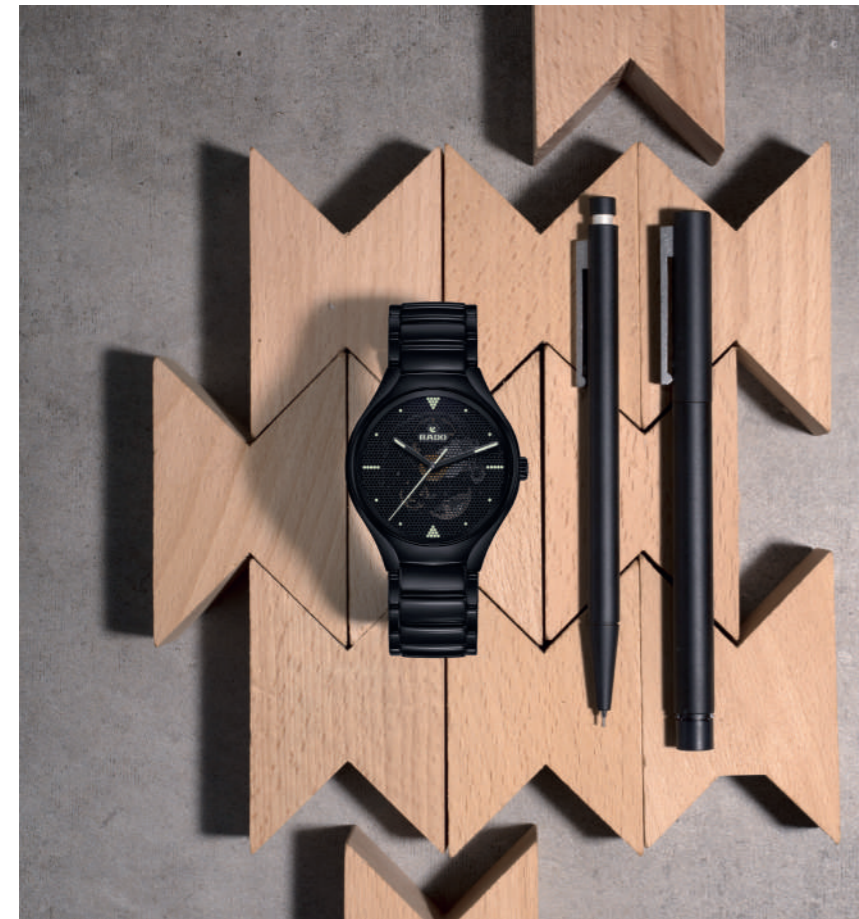
ESSENTIAL



THE TRUE FACE OF RADO

Rado True Phospho, co-designed by Big-Game.
Credit: Lidewij Edelkoort, Trend Union
Photo: Lisa Klappe

Opposite: Rado True Automatic Diamonds in
plasma high-tech ceramic.



The True first entered the Rado collection in 2007 and quickly became one of our most popular watches. With its high-tech ceramic elements and signature sapphire crystal, it is

scratch-resistant, comfortable to wear and designed to look good for life.

In 2016, the first True Rado Open Heart from the new collection won the Red Dot Design Award. In 2018, the Rado True Phospho – a design collaboration with Swiss design studio Big-Game – won the Red Dot Award and the Good Design® Award Australia.

The True is also just one of our collections that features the pioneering shine of plasma high-tech ceramic.

Modern alchemy

Imagine what would happen if you could take a piece of white ceramic and transform it, magically, into a gleaming watch case that looked like metal. Now imagine you could do it without using any metal. Sounds impossible? Not for the Master of Materials.

For the first time back in 1998, Rado didn't just imagine it: we did it. Using modern and advanced materials technology, we took a finished, polished monobloc white high-tech ceramic watch case, and individual bracelet links and subjected them to plasma treatment. The result is a collection of



individual perfect pieces that now have a unique warm grey metallic shine.

In a special oven, a plasma column activates gases at 20,000°C. These gases permeate the ceramic, permanently altering the composition of its surface and bringing out a brilliant metallic sheen that will never fade.

This form of modern alchemy, where the molecular composition of the ceramic is changed by gases activated at high temperature, now features on many Rado families – the True among them. Scintillatingly scientific and super stylish, plasma high-tech ceramic has a brilliant metallic shine in a warm grey tone, without using any metal. Its essential properties are not affected.

This means it is still light, scratch-resistant and hypoallergenic.

Plasma high-tech ceramic is 100% ceramic, 100% innovative and one of Rado's proudest pioneering achievements. ©



STYLISH AND SIMPLE WITH A TECHNICAL TWIST

The True Open Heart Automatic is Rado through and through: Quality Swiss automatic movement, monobloc case construction, full high-tech ceramic case and bracelet in a range of eye-catching colours.

Reimagined, redesigned and relaunched in 2015, the True is one of Rado's most popular collections. It's a range that's packed with features

watch enthusiasts will love and, since its relaunch, models from the True collection have won several prestigious international design awards.

The new True Open Heart Automatic takes Rado's key elements – light, scratch-resistant high-tech ceramic and sapphire crystal - and uses them to highlight the key elements of the movement inside.

Driving force

With geometric shapes on the cut out dial framing the gear trains, balance spring and movement plates, it's clear to see what drives this technical timepiece. And, with up to 80 hours of power reserve, there's plenty in the movement to admire.

Created in pioneering plasma, rich chocolate brown and gleaming polished black, the True Open Heart Automatic is not only an attractive addition to any look, it also offers the ultimate comfort of the high-tech ceramic Rado is famous for.

Never flashy, never too simple and always technically perfect, it's a piece designed to stand the test of time. Always itself, always what you want it to be – always True. ©



The Rado True Open Heart is an attractive addition to any outfit.

TRUE

Reimagined for modern wearers, redesigned, but reliably and distinctively Rado, the True is a perfect, polished package with a quality Swiss automatic movement. It will keep its shine for years to come while also offering lightness and wearer comfort. This is True.



- 1 | R27057852 Ø40 mm, automatic, available in Ø30 mm
- 2 | R27057732 Ø40 mm, automatic, available in Ø30 mm
- 3 | R27056732 Ø40 mm, automatic, available in Ø30 mm
- 4 | R27056712 Ø40 mm, automatic, available in Ø30 mm
- 5 | R27100162 Ø40 mm, automatic
- 6 | R27100912 Ø40 mm, automatic
- 7 | R27056162 Ø40 mm, automatic, available in Ø30 mm
- 8 | R27057102 Ø40 mm, automatic
- 9 | R27242852 Ø30 mm, automatic
- 10 | R27243732 Ø30 mm, automatic, available in Ø40 mm
- 11 | R27242732 Ø30 mm, automatic, available in Ø40 mm
- 12 | R27242722 Ø30 mm, automatic, available in Ø40 mm



MINIMALIST



LESS IS MORE

Whether you consider it an antidote to the chaos of modern, urban life, the result of ever-decreasing living spaces or the preferred look of a new generation that values experiences over possessions, minimalist design is having a moment.

Minimalism is a term that was coined in the second half of the 20th century. It has been used to refer to art, music, fashion, literature, gardens, architecture, design and film. It literally references a form of self-expression that has been reduced and stripped down to its essentials.

Being made only of essentials, minimalism – contrary to popular belief – is a strong and vital expressive form.

‘Less is more’ and ‘doing more with less’ are accurate descriptions of architectural designs that are stunning in their simplicity and evoke feelings of calm rather than chaos. Open spaces flooded with light are blank canvases for interior designers and gallerists looking for balance and tranquillity.

Fashion is another area that has been affected by the need for unfussy expression. Simple shapes, a limited palette and reduced detail are ever-presents in

the wardrobes of designers and artists. Functional pieces have replaced the be-dazzled maximalism of the early 2000s and designers are sending ever more pared-down looks along the catwalk.

Consumer goods that never existed but have become part of everyday life over the last five years are beacons of minimalist styling. Backpacks, reusable coffee cups and water bottles, laptop and tablet cases and even power banks embody the minimalist aesthetic just as these items have become everyday essentials.

‘Decluttering’ is a 21st century term with minimalism at its heart, encouraging people to remove everything unnecessary from their lives and living spaces apart from that which makes them truly happy.

The latest figures suggest that the world’s population will increase to almost 10 billion in the next 30 years and 68% of people are predicted to be living in urban areas by 2050. With all the signs showing that modern, urban life is set to get busier in the future, minimalism is an enduring trend that is surely here to stay. ☺



SIMPLY BRILLIANT

Simplicity is the key to brilliance. With the DiaMaster Ceramos collection, we have found the key and brilliance is present in every sense of the word: bright, ingenious and impressive.

The classic DiaMaster good looks and clean design are present in these metallic looking models. But here, minimalism is taken to extremes with both

the case and pared-down movement lending a streamlined look to a Rado favourite.

How is all this possible? Simple enough if you're the Master of Materials. In place of the high-tech ceramic usually used to create DiaMaster cases, we have used our innovative wonder material, Ceramos. A mix of 90% high-tech ceramic and 10% metal alloy, Ceramos is injected at high pressure into a precision mould before being sintered to achieve its final hardness.

The combination of the high-tech ceramic and the metal alloy is putty in our hands and has allowed us to create a steel colour and a new rose gold colour. With both finishes, the colourful sheen is a part of the material and will never fade or lose its shine.

The steel colour may be cool and calm, but it's an alternative to real steel that will retain its good looks for years to come. The rose gold colour is flattering to all skin tones and can be combined with other metals and jewellery without looking out of place.

Simply brilliant, the slim new Rado DiaMaster Ceramos models are as minimalist as it gets. ©

Right: The DiaMaster Ceramos collection is made using an innovative material that is a mix of 90% high-tech ceramic and 10% metal alloy.



MORE THAN MEETS THE EYE



Thai designer Kwankao Svetavimala has always embraced her creative side, launching her eponymous fashion label in 2011. Her love of fashion led to years of research and she is a natural collector and curator, inspired to create hidden details that reveal another side of the wearer. Blurring the lines between work and play with her creative collections, she is one of the up-and-coming names in Asian fashion, making a name for herself on the international scene.

As part of our designer collaborations, Kwankao is the first designer to bring her unique vision to a watch

from the DiaMaster collection in the limited edition DiaMaster Prajun.

Prajun means ‘moon’ in Thai and Kwankao’s vision was to include a moon, an Open Heart dial, mother-of-pearl, diamonds and an eye-catching bracelet. Pushing the boundaries and using unique, modern techniques, we’ve made her vision a reality in a compact, classic watch.

The 35 mm case is made in our signature pioneering plasma high-tech ceramic. It houses the high-quality Swiss automatic ETA C07 movement with extended 80-hour power



Above: Kwankao Svetavimala.

Right: Kwankao discusses design with Rado's VP Product Management, Hakim El Kadiri.

Opposite: Rado DiaMaster Prajun Limited Edition.



reserve – making it the first DiaMaster this size with an automatic movement. The sapphire crystal case back offers a detailed view of the specially decorated movement.

In another first for the DiaMaster, the bezel has 60 Top-Wesselton diamonds – a spectacular complement to the minimalist, super scratch-resistant plasma case.

Sapphire crystal also protects the beautiful dial, which is an Open

Heart design covered with a very thin layer of white mother-of-pearl to give the impression of the waxing and waning moon – an image that is highly symbolic in Thai culture, the focus of some of the country’s main festivals. It offers a glimpse of the automatic movement inside. Five diamonds on the dial add an extra celestial twist.

The mother-of-pearl effect continues on the grey python-effect calf leather strap. The DiaMaster Prajun Limit-

ed Edition comes with an additional black python effect leather strap. Thanks to Rado’s EasyClip system, the straps can be exchanged quickly and easily with no need for any tools. The Rado DiaMaster Prajun is a thoroughly modern, designer piece using our signature and supreme mix of materials – plasma, sapphire, diamonds, mother-of-pearl and leather – for a watch that reflects Kwankao’s inimitable detail-focused style, and her love of Thai culture and craftsmanship. ©

DIAMASTER

Clean, clear, minimalistic design, open and readable dials, subtle detailing and all the lightness, scratch resistance and wearer comfort of Rado's quality high-tech ceramic. The DiaMaster collection has all the benefits – and all the design know-how you'd expect from a Rado.



1| R14060156 Ø43 mm, automatic 2| R14140026
 Ø43 mm, automatic, power reserve 3| R14053106
 Ø43 mm, automatic, COSC 4| R14068206 Ø40.3 mm,
 automatic 5| R14067036 Ø40.7 mm, automatic
 6| R14056955 Ø35 mm, automatic 7| R14056935
 Ø35 mm, automatic 8| R14058905 Ø35 mm,
 automatic, limited edition of 1001 pieces 9| R14055905
 Ø35 mm, quartz, moonphase 10| R14055935 Ø35 mm,
 quartz, moonphase 11| R14064715 Ø33 mm, quartz
 12| R14064945 Ø33 mm, quartz

HIGHLIGHTS



CERAMICA

The iconic Rado Ceramica has been updated with a contemporary new look for modern wearers. With its strong lines and gently curved silhouette, it is guaranteed to make an impact on the wrist as well as offering the lightness, scratch resistance and wearer comfort fans of the collection expect.



- 1 | R21807702** 30 x 41.7 mm, automatic
- 2 | R21807182** 30 x 41.7 mm, automatic
- 3 | R21808152** 30 x 41.7 mm, automatic
- 4 | R21700172** 30 x 41.7 mm, quartz, available in 22.9 x 31.7 mm
- 5 | R21700702** 30 x 41.7 mm, quartz, available in 22.9 x 31.7 mm
- 6 | R21700722** 30 x 41.7 mm, quartz, available in 22.9 x 31.7 mm
- 7 | R21702702** 22.9 x 31.7 mm, quartz, available in 30 x 41.7 mm
- 8 | R21702732** 22.9 x 31.7 mm, quartz
- 9 | R21702182** 22.9 x 31.7 mm, quartz, available in 30 x 41.7 mm

INTEGRAL

The iconic Integral has been redesigned to suit the needs and preferences of modern wearers, but the new models remain true to the original in look and feel. The first Rado to feature high-tech ceramic in 1986, it is an enduring piece that continues to delight its fans and attract new enthusiasts.



1 | R20219722 31 x 41.1 mm, quartz, available in 22.7 x 33.1 mm **2 | R20204712** 31 x 41.1 mm, quartz, available in 22.7 x 33.1 mm **3 | R20207712** 31 x 41.1 mm, quartz, available in 22.7 x 33.1 mm **4 | R20206712** 31 x 41.1 mm, quartz, available in 22.7 x 33.1 mm **5 | R20199722** 22.7 x 33.1 mm, quartz, available in 31 x 41.1 mm **6 | R20845712** 22.7 x 33.1 mm, quartz, available in 31 x 41.1 mm **7 | R20612712** 22.7 x 33.1 mm, quartz, available in 31 x 41.1 mm **8 | R20613162** 22.7 x 33.1 mm, quartz, available in 31 x 41.1 mm

CENTRIX

The Rado Centrix proves its versatility in a range of different sizes and colour combinations, guaranteeing that there is a model to suit all tastes. With Rado's signature sapphire crystal adding scratch-resistant shine, these watches are designed to look good for life.



- 1 | **R30002162** Ø42 mm, automatic
- 2 | **R30035172** Ø38 mm, automatic, available in Ø28 mm
- 3 | **R30181312** Ø38 mm, automatic
- 4 | **R30941752** Ø38 mm, automatic, available in Ø28 mm
- 5 | **R30248902** Ø33 mm, automatic
- 6 | **R30183762** Ø28 mm, automatic, available in Ø38 mm
- 7 | **R30009172** Ø28 mm, automatic, available in Ø38 mm
- 8 | **R30936732** Ø28 mm, quartz
- 9 | **R30186912** Ø23 mm, quartz

COUPOLE CLASSIC

The Coupole Classic takes the design of a traditional wristwatch and adds the distinctive Rado element of sapphire crystal, ensuring brilliant shine, easy readability and ultimate protection for the beautiful dials.



1 | R22910153 Ø42 mm, quartz, chronograph 2 | R22911205
 Ø42 mm, quartz, chronograph 3 | R22895215 Ø41 mm,
 automatic 4 | R22894023 Ø41 mm, automatic 5 | R22879165
 Ø41 mm, automatic, power reserve 6 | R22881025 Ø41 mm,
 automatic, COSC 7 | R22860027 Ø37.7 mm, automatic, available
 in Ø31.8 mm 8 | R22882903 Ø34 mm, quartz, moonphase
 9 | R22885945 Ø34 mm, quartz, moonphase 10 | R22862027
 Ø31.8 mm, automatic, available in Ø37.7 mm 11 | R22897943
 Ø27 mm, quartz 12 | R22896924 Ø27 mm, quartz



FLORENCE

The harmonious design of the Rado Florence calls to mind the elegant domes and towers of the city from which the collection takes its name. With quality movements and innovative Rado edge-to-edge metallised sapphire crystal, these are Swiss-made pieces designed to stand the test of time.



- 1 | **R48901123** Ø38 mm, automatic, available in Ø28 mm
- 2 | **R48901203** Ø38 mm, automatic, available in Ø28 mm
- 3 | **R48867713** Ø38 mm, quartz, available in Ø28 mm
- 4 | **R48870013** Ø38 mm, quartz, available in Ø28 mm
- 5 | **R48869733** Ø38 mm, quartz, available in Ø28 mm
- 6 | **R48907713** Ø38 mm, quartz, available in Ø28 mm
- 7 | **R48899123** Ø28 mm, automatic, available in Ø38 mm
- 8 | **R48873733** Ø28 mm, quartz, available in Ø38 mm
- 9 | **R48899203** Ø28 mm, automatic, available in Ø38 mm

RADO
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