

Rado True Square collection

The shape of things to come

(Lengnau, Switzerland – February 2020) At Rado, we don't just know square high-tech ceramic watches: We invented them! Now we've reinvented the shape we're best known for to meet the needs of 21st century watch wearers. We're proud to present the True Square, which launches worldwide with 15 eye-catching new references in February 2020.

As ever, we're setting the standard and raising the bar in materials and design and going back to the future with a ground-breaking watch that's light years ahead of the industry.

Designed to look good for a lifetime, the True Square is made using ultra-pure Rado high-tech ceramic in black, white and plasma. There is no watch design more iconic than a square Rado and this is the next generation of Rado icon.

Smooth, light and comfortable to wear, the True Square meets every Rado requirement. So what makes the difference for this square watch? The secret is in the technology. When Rado first made the Ceramica— arguably our most iconic square watch – back in 1990, we could only manipulate the ceramic by pressing it. It was this technique that led to the distinctive black, shiny, square design.

Now, 30 years later, we're able to create a square monobloc case using our pioneering injection moulding technology. It's something we could only have dreamed of then but that makes the True Square a piece of the future now.

Featuring a full high-tech ceramic case and bracelet construction, the True Square is an enduring new icon, designed to stand the test of time, to look good for life and to speak to a new generation that is looking to buy less but buy better. Only Rado has the technology and we're proud to launch the first ever square high-tech ceramic watch with an injected monobloc case.

The True Square really is the shape of things to come.

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 True Square Automatic**Ref. 763.6078.3.016**

- Movement** ETA C07, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve
- Case** polished black high-tech ceramic case, monobloc construction
black PVD coated titanium case back
polished black high-tech ceramic crown
flat sapphire crystal
water-resistant to 5 bar (50m)
- Dial** black lacquered
white printed minute track
rose gold coloured applied indexes with white Super-LumiNova®
rose gold coloured moving anchor symbol
rose gold coloured printed Rado and Automatic logos
- Hands** rose gold coloured with white veneer and white Super-LumiNova®
Rose gold coloured second hand
- Bracelet** polished black high-tech ceramic
titanium 3-fold clasp
- Dimensions** 38.0 x 44.2 x 9.6 (WxLxH in mm)

Ref. 763.6078.3.072

As above but with 4 diamonds, 135/140, Top Wesselton, VS-SI, full cut, 0.040 carat

Ref. 763.6078.3.070

As above but with 12 diamonds, 135/140, Top Wesselton, VS-SI, full cut, 0.120 carat

Rado True Square Quartz**Ref. 079.6080.3.016**

Movement quartz 25 jewels, 3 hands, date at 3 o'clock,

Case polished black high-tech ceramic case, monobloc construction
black PVD coated titanium case back
polished black high-tech ceramic crown
flat sapphire crystal
water-resistant to 5 bar (50m)

Dial black lacquered
rose gold coloured applied indexes with white Super-LumiNova®
white printed minute track
rose gold printed Rado logo

Hands rose gold coloured with white veneer and white Super-LumiNova®
rose gold coloured second hand

Bracelet polished black high-tech ceramic
titanium 3-fold clasp

Dimensions 29.0 x 34.3 x 8.1 (WxLxH in mm)

Ref. 079.6080.3.072

As above but with 4 diamonds, 125/130, Top Wesselton, VS-SI, full cut, 0.032 carat

Ref. 079.6080.3.070

As above but with 12 diamonds, 125/130, Top Wesselton, VS-SI, full cut, 0.096 carat

Rado True Square Automatic**Ref. 763.6077.3.031**

Movement ETA C07, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve

Case polished plasma high-tech ceramic case, monobloc construction
sandblasted titanium case back
polished plasma high-tech ceramic crown
flat sapphire crystal
water-resistant to 5 bar (50m)

Dial green, sunray
rhodium coloured applied indexes with white Super-LumiNova®
white printed minute track
rhodium coloured moving anchor symbol
white printed Rado and Automatic logos

Hands rhodium coloured with white veneer and white Super-LumiNova®
rhodium coloured second hand

Bracelet polished plasma high-tech ceramic
titanium 3-fold clasp

Dimensions 38.0 x 44.2 x 9.6 (WxLxH in mm)

Ref. 763.6077.3.020

As above but with blue sunray dial

Ref. 763.6077.3.070

As above but with grey sunray dial and 12 diamonds, 135/140, Top Wesselton, VS-SI, full cut, 0.120 carat

Rado True Square Quartz**Ref. 079.6079.3.031**

Movement quartz 25 jewels, 3 hands, date at 3 o'clock,

Case polished plasma high-tech ceramic case, monobloc construction
sandblasted titanium case back
polished plasma high-tech ceramic crown
flat sapphire crystal
water-resistant to 5 bar (50m)

Dial green, sunray
rhodium coloured applied indexes with white Super-LumiNova®
white printed minute track
white printed Rado and Automatic logos

Hands rhodium coloured with white veneer and white Super-LumiNova®
rhodium coloured second hand

Bracelet polished plasma high-tech ceramic
titanium 3-fold clasp

Dimensions 29.0 x 34.3 x 8.1 (WxLxH in mm)

Ref. 079.6079.3.070

As above but with grey sunray dial and 12 diamonds, 125/130, Top Wesselton, VS-SI, full cut, 0.096 carat

Ref. 079.6072.3.090

As above but with white high-tech ceramic case and bracelet, white mother-of-pearl dial and 4 diamonds 125/130, Top Wesselton, VS-SI, full cut, 0.032 carat

Rado True Square Automatic Open Heart**Ref. 734.6086.3.016**

- Movement** ETA C07, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve, open heart with circular grain decoration, Côtes de Genève decorated movement holder
- Case** polished black high-tech ceramic case, monobloc construction
black PVD coated titanium case back with sapphire crystal
polished black high-tech ceramic crown
flat sapphire crystal with anti-reflective coating on both sides
water-resistant to 5 bar (50m)
- Dial** black vertical brushed with rose gold coloured bevels
rose gold coloured applied indexes with white Super-LumiNova®
white printed minute track
rose gold coloured moving anchor symbol
white printed Rado and Automatic logos
- Hands** rose gold coloured with white veneer and white Super-LumiNova®
rose gold coloured second hand
- Bracelet** polished black high-tech ceramic
titanium 3-fold clasp
- Dimensions** 38.0 x 44.2 x 9.7 (WxLxH in mm)

Ref. 734.6083.3.020

As above but with plasma high-tech ceramic case and bracelet, blue dial

Ref. 734.6073.3.070

As above but with white high-tech ceramic case and bracelet, white dial and 12 diamonds, 125/130, Top Wesselton, VS-SI, full cut, 0.096 carat