

RADO
SWITZERLAND

THROUGHOUT ITS HISTORY RADO HAS NEVER DEVIATED FROM ITS
DESIRE TO HARMONISE TECHNOLOGY, FUNCTION, BEAUTY AND DESIGN.
SINCE THE LAUNCH OF DIASTAR IN 1962, THE FIRST SCRATCH-PROOF
WATCH, THROUGH TO V10K, THE FIRST DIAMOND WATCH, RADO HAS
HELD AS ITS GOAL THE PURSUIT OF ENDURING BEAUTY. EACH RADO
WATCH REPRESENTS THE MARRIAGE OF IMAGINATION AND TECHNOLOGY,
OF FORM AND FUNCTION CONCEIVED AS THE TWO HALVES OF AN
INTEGRAL WHOLE: THE DREAMS OF TECHNOLOGY, MADE INTO BEAUTI-
FUL REALITIES.





V10K - THE HARDEST WATCH IN THE WORLD IS THE PRODUCT OF A LONG QUEST. THE V10K YOKES THE LATEST TECHNOLOGY TO AN UNSURPASSED PURITY OF DESIGN. IN TRANSFORMING CARBON ELEMENTS INTO THOUSANDS OF TINY DIAMOND PARTICLES, RADO HAS HARNESSSED THE WONDERS OF SCIENCE TO THE SERVICE OF BEAUTY.





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CERAMICA - A DESIGN ICON MUCH IMITATED, BUT NEVER EQUALLED,
CERAMICA IS THE WORLD'S FIRST CERAMIC WATCH. IT IS AS TIME-
LESS IN ITS DESIGN AS IT IS IMPERVIOUS TO THE RAVAGES OF
TIME, REFINED FOR THE MOST SENSITIVE SKINS, YET TOUGH ENOUGH
TO WITHSTAND THE BUMPS, SCRAPES AND SHOCKS OF DAILY LIFE.





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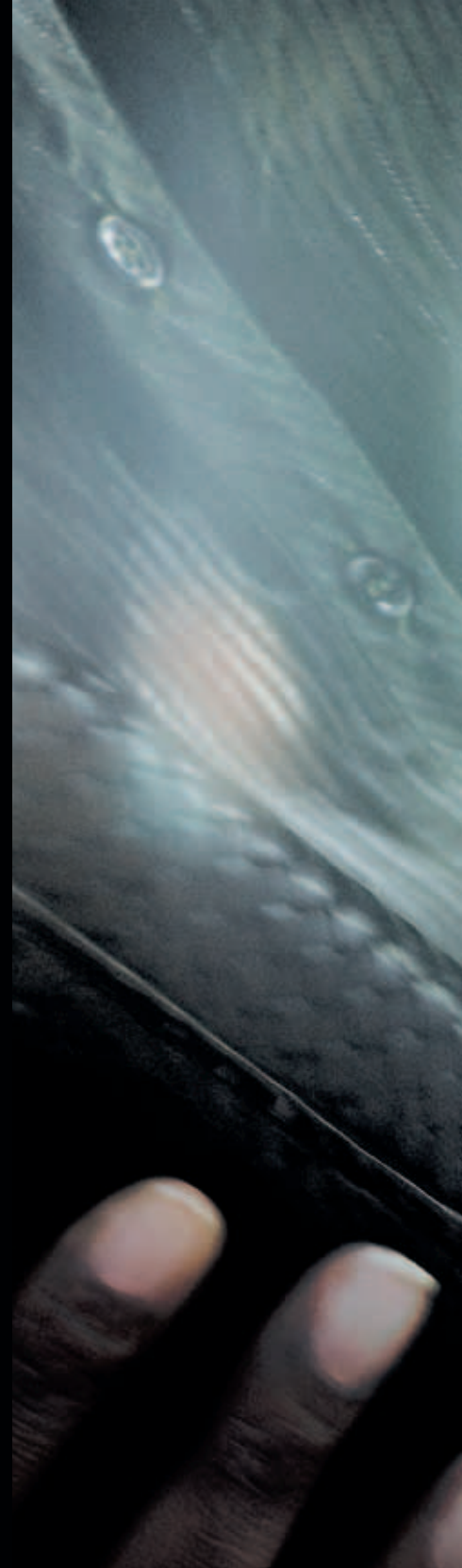
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SINTRA - THE EPITOME OF SOPHISTICATION. THE SLEEK LINES OF SINTRA'S CERAMIC BRACELET CASE FLOW SEAMLESSLY INTO A FACE OF FLAWLESS SAPPHIRE CRYSTAL. THE MANY VARIATIONS ON SINTRA'S FLUID THEMES INCLUDE THE ANCIENT BEAUTY OF GEMSTONES ENCASED IN MATERIALS OF THE FUTURE.







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INTEGRAL - WITH THE CLEAN AND UNDERSTATED ELEGANCE OF A RECTANGULAR FACE, OFFSET BY THE CONTRASTING TEXTURES OF LEATHER OR A SLEEK CERAMIC BRACELET, INTEGRAL FUSES THE PURITY OF A CLASSICAL DESIGN WITH THE SOPHISTICATION OF HIGH TECHNOLOGY.



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RADO TRUE - TRUE IS RADO'S CONTEMPORARY TAKE ON THE CLASSIC ROUND WATCH FACE. AT THE CORE OF THIS WATCH ARE TWO BREAK-THROUGHS: SATIN-BRUSHED HIGH-TECH CERAMICS, AND DECORATED CERAMIC FACES, IN LUSTROUS INKY BLACK OR THE PERFECTION OF PURE, RADIANT WHITE. TRUE IS LUXURY REINVENTED, FOR TRUE LUXURY IS COMFORT.





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r5.5 - THE FRUIT OF RADO'S COLLABORATION WITH DESIGNER JASPER MORRISON. THE BOLD SYMMETRY OF MORRISON'S DESIGN IS WEDDED TO RADO'S PIONEERING FUSION OF MATERIALS AND TECHNIQUES. FASHIONED ENTIRELY FROM HIGH-TECH CERAMICS, THE CASE AND BRACELET OF THE r5.5 - NAMED AFTER ITS RADIUS - FORM A SEAMLESS, ORGANIC WHOLE.





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ORIGINAL — THE LATEST INCARNATION OF RADO'S FOUNDING CLASSIC, THE ENDURING EXPRESSION OF A DREAM OF EXTREME PURITY AND BEAUTY. THE ORIGINAL IS HEIR TO A GRAND TRADITION OF INNOVATION: A DESIGN ICON WITH THE WORLD'S FIRST SCRATCH-PROOF SURFACE, THE FIRST WATCH MADE OF HARD METALS, THE FIRST OVAL FACE. NEARLY FIVE DECADES SINCE RADO REVOLUTIONIZED WATCH-MAKING, THE ORIGINAL, AS ONLY A TRUE CLASSIC CAN, REMAINS AS BOLD AND AGELESS AS EVER.





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ESENZA - ANOTHER RADO FIRST, THE CURVED SAPPHIRE CRYSTAL
DOME OF THE ESENZA IS A TECHNOLOGICAL BREAKTHROUGH IN THE
SERVICE OF PURE SIMPLICITY AND ELEGANCE. ITS SLEEK OVAL FORM
IS THE PUREST EXPRESSION OF TECHNOLOGY TO BE WORN ON THE
WRIST.





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COUPOLE - IN COUPOLE RADO HAS TRANSFERRED THE ARCHITECTURAL
MIRACLE OF THE DOME TO 21ST-CENTURY WATCH MAKING. IT IS AN
UNDERSTATED MASTERPIECE, IN WHICH THE EXQUISITE SCULPTED
SAPPHIRE CRYSTAL OF THE COUPOLE GLOWS WITH PRECIOUS STONES,
OR THRUMS WITH THE PARED-DOWN, ELEMENTAL EXPRESSION OF PURE
SIMPLICITY. A MAGICAL AND SUBTLE PIECE.





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JOAILLERIE - A JEWELLED BRACELET OF LUSTROUS GOLD, SAPPHIRE
AND DIAMONDS, JOAILLERIE IS THE WATCH THAT EVOKES OLD-WORLD
OPULENCE THROUGH THE TECHNOLOGIES OF TODAY.



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WATCH MODELS MAY BE SUBJECT TO ALTERATIONS

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