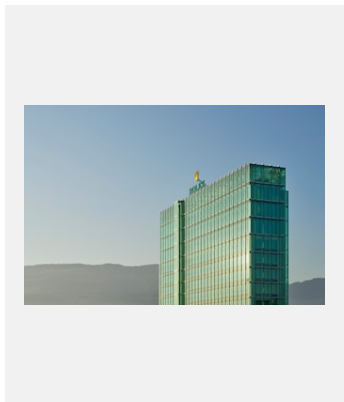


SUSTAINABLE DEVELOPMENT

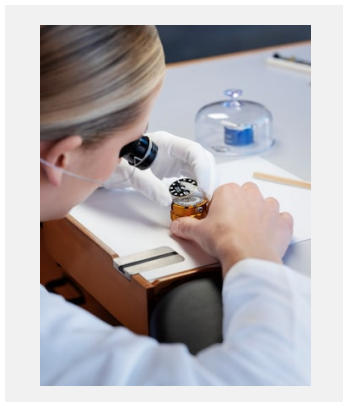
VISUALS



Ref: aca202310cw_0017

Rolex is a responsible and committed manufacturer of sustainable products. In its quest for excellence, the brand strives to constantly improve not only its watches but also its environmental performance and social impact.

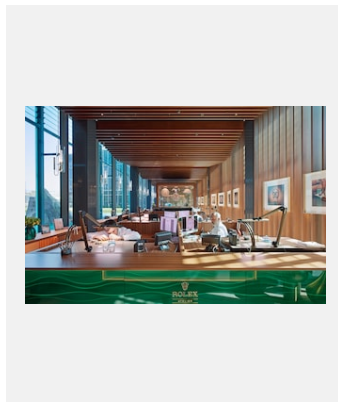
Credits: © Rolex /Cédric Widmer



Ref: wfinalassembly_2201fl_003

Rolex watches are built to last. Since its beginnings, the brand has always offered a unique, forward thinking World Service to ensure its products last as long as claimed.

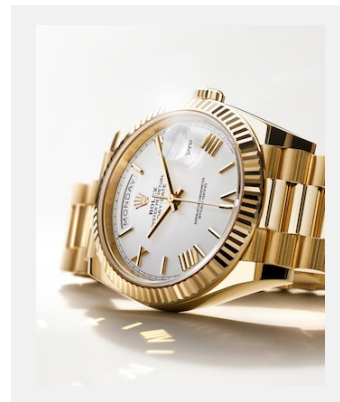
Credits: © Rolex /Francois Lacour



Ref: ww_pre-fairsession_22pd_173

Long-term vision is at the heart of the Rolex philosophy and the company's various activities. Its core values – a passion for quality, a taste for innovation, and a quest for excellence – are based upon concepts of longevity that define its mission across all its activities.

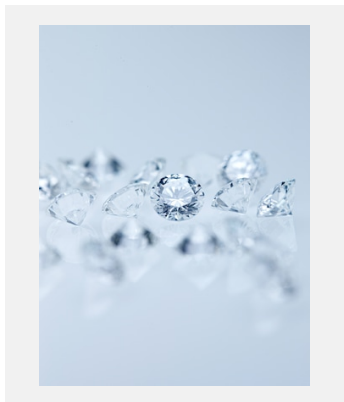
Credits: © Rolex /Pascal Debrunner



Ref: m228238-0042_2304jva_001_v2_c

Rolex always makes appropriate use of natural and man-made materials and products, ensuring the safety of its employees and customers as well as considering their effects on the environment.

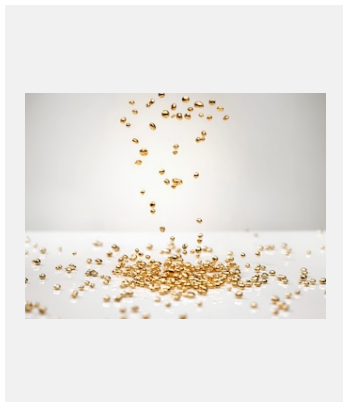
Credits: © Rolex /JVA Studios



Ref: elmt_1412jdm_009-(1)

One hundred per cent of the diamonds Rolex uses are certified by the Kimberley Process. The brand only sources them from a limited number of suppliers, and these have remained the same for many years.

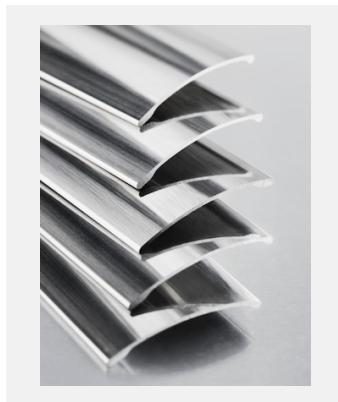
Credits: © Rolex /Jean-Daniel Meyer



Ref: elmt_1605jva_002

With regard to the gold that is used to manufacture its watches, the brand has implemented its own traceability system, from deposits to final products. All the flows of traced gold that the brand uses are certified by external audits.

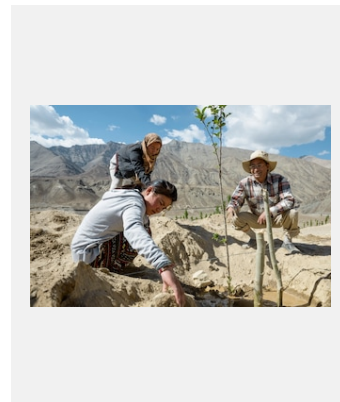
Credits: © Rolex /Joël von Allmen



Ref: mat-steel_0009

Rolex has secured the provenance of the alloy elements used to produce Oystersteel with its suppliers, together with a guarantee that the supply excludes all high-risk areas.

Credits: © Rolex /Cédric Widmer



Ref: rae16wangchuk_16sw_287r

The Perpetual Planet Initiative strengthens this long-term support for those seeking to understand today's environmental issues and proposing solutions to tackle them.

Credits: © Rolex /Stefan Walter

Contact sheet

SUSTAINABLE DEVELOPMENT



Ref: rmp9_va_weems-rodriqueztriana_22am_181_r

The Perpetual Arts Initiative, which nurtures an ever-changing cultural landscape, aims to inspire future generations, encourage excellence, and pass on a passion for the arts.

Credits: © Rolex /Arnaud Montagard