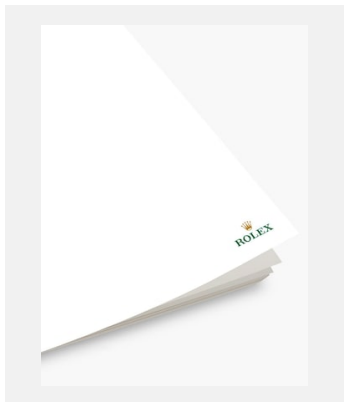


Contact sheet

ROLEX WORLD SERVICE

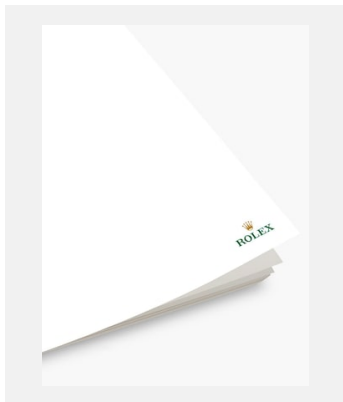
DOCUMENTS



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Rolex World Service - Information sheet

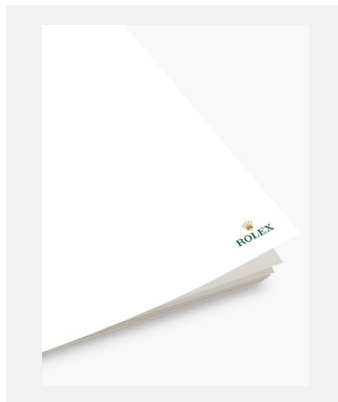
Credits: © Rolex



Ref: rolex-media-brochure_empty

Rolex World Service - Contact sheet

Credits: © Rolex

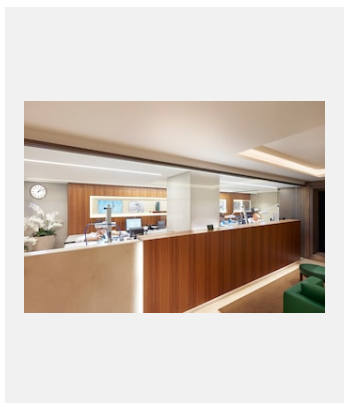


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The Restoration Atelier - Contact sheet

Credits: © Rolex

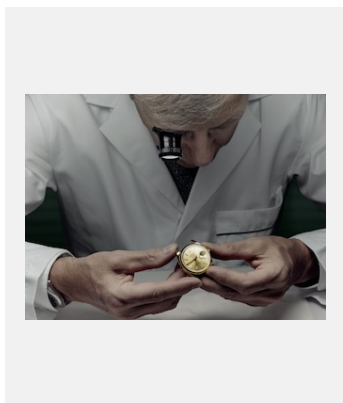
ROLEX WORLD SERVICE



Ref: 1_rolex_sav

DESIGNED TO MEET THE BRAND'S TECHNICAL STANDARDS, THE CUSTOMER RECEPTION AREA ENCAPSULATES THE ESSENCE OF ROLEX.

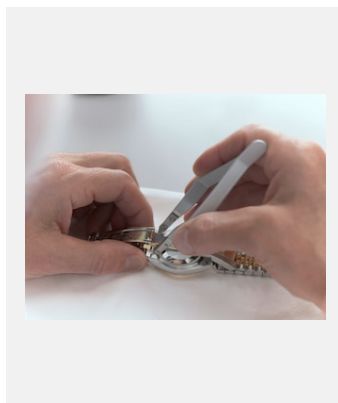
Credits: © Rolex/GREGOIRE VIEILLE



Ref: 2_rolex_sav

THE WATCH IS CLOSELY EXAMINED BY A WATCHMAKER, WHO ASSESSES THE WORK TO BE DONE.

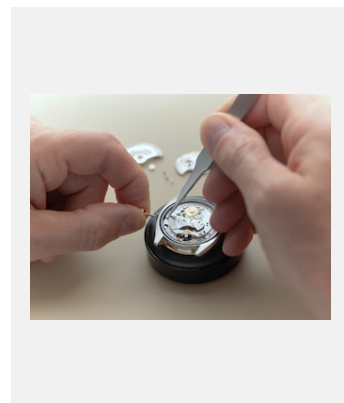
Credits: © Rolex/Denis Hayoun



Ref: 3_rolex_sav

THE WATCHMAKER DETACHES THE BRACELET TO GAIN ACCESS TO THE BACK OF THE WATCH AND OPEN THE CASE.

Credits: © Rolex/Denis Hayoun



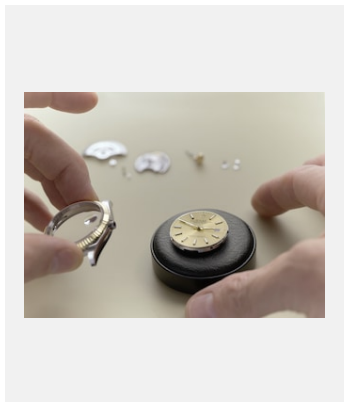
Ref: 4_rolex_sav

THE WATCHMAKER REMOVES THE WINDING STEM SO AS TO BE ABLE TO EXTRACT THE MOVEMENT FROM THE WATCH CASE.

Credits: © Rolex/Denis Hayoun

Contact sheet

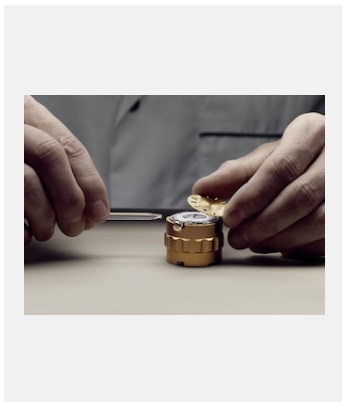
ROLEX WORLD SERVICE



Ref: 5_rolex_sav

THE MOVEMENT, STILL FITTED WITH ITS DIAL AND HANDS, IS TAKEN OUT OF THE WATCH CASE.

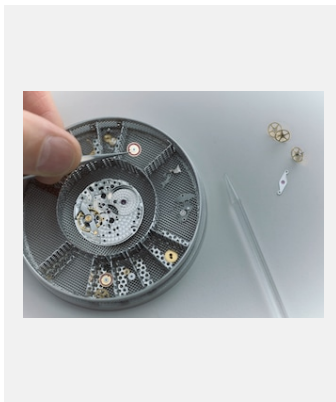
Credits: © Rolex/Denis Hayoun



Ref: 6_rolex_sav

BEFORE DISMANTLING THE MOVEMENT, THE WATCHMAKER REMOVES THE DIAL.

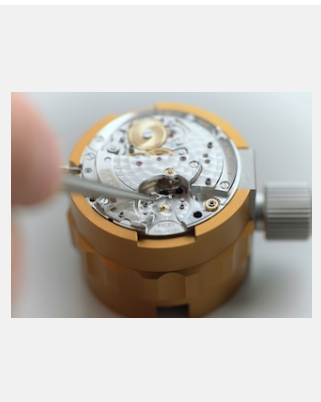
Credits: © Rolex/Denis Hayoun



Ref: 7_rolex_sav

THE WATCHMAKER PLACES THE MOVEMENT'S COMPONENTS INTO A BASKET FOR CLEANING IN AN ULTRASONIC BATH.

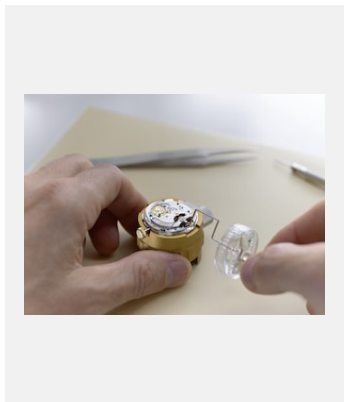
Credits: © Rolex/Denis Hayoun



Ref: 8_rolex_sav

ONCE THE COMPONENTS HAVE BEEN CLEANED AND DRIED, THE WATCHMAKER REASSEMBLES THE MOVEMENT. HERE, THE PALLET FORK IS FITTED.

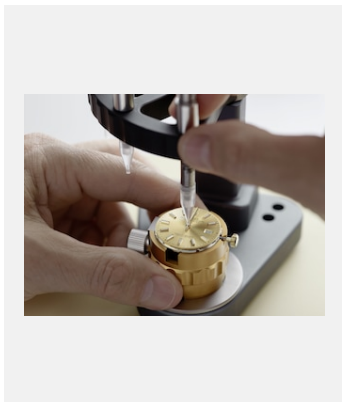
Credits: © Rolex/Denis Hayoun



Ref: 9_rolex_sav

THE MOVEMENT'S TIMEKEEPING ACCURACY IS ADJUSTED USING A MICROSTELLA REGULATING KEY. EACH WATCH IS INDIVIDUALLY TESTED FOR WATERPROOFNESS.

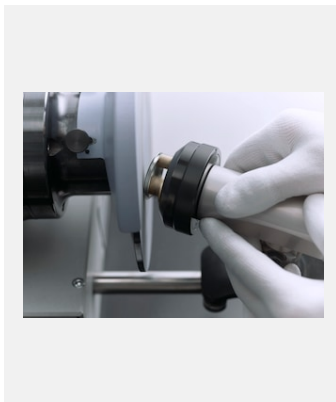
Credits: © Rolex/Denis Hayoun



Ref: 10_rolex_sav

AFTER REMOUNTING THE DIAL ON THE MOVEMENT, THE WATCHMAKER MANUALLY FITS IN THE HANDS, ONE AT A TIME.

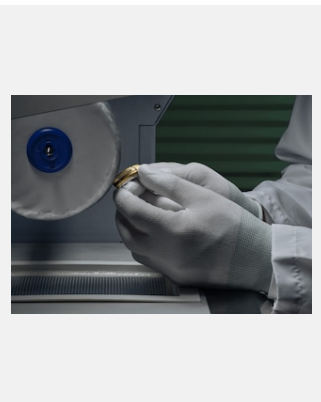
Credits: © Rolex/Denis Hayoun



Ref: 11_rolex_sav

ALL PARTS OF THE WATCH ARE REPOLISHED OR SATIN-FINISHED ACCORDING TO THEIR ORIGINAL FINISH. HERE, A CASE BACK IS POLISHED.

Credits: © Rolex/Denis Hayoun



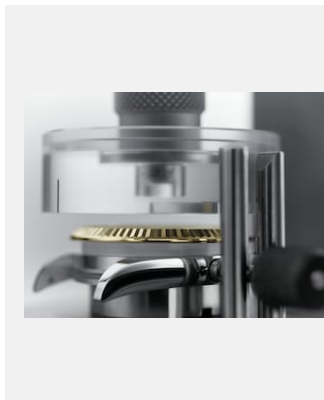
Ref: 12_rolex_sav

THE BRACELET IS ENTIRELY REPOLISHED OR SATIN-FINISHED ACCORDING TO ITS ORIGINAL FINISH.

Credits: © Rolex/Denis Hayoun

Contact sheet

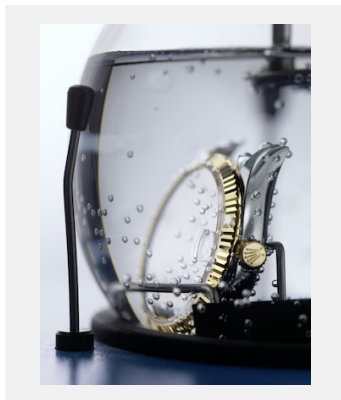
ROLEX WORLD SERVICE



Ref: 13_rolex_sav

THE BEZEL IS FRICTION-FITTED TO THE MIDDLE CASE.

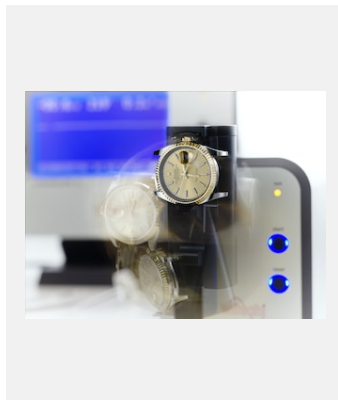
Credits: © Rolex/Denis Hayoun



Ref: 14_rolex_sav

EACH WATCH IS INDIVIDUALLY TESTED FOR WATERPROOFNESS.

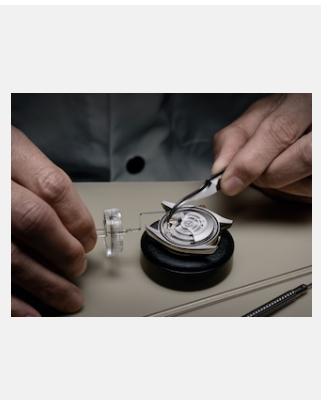
Credits: © Rolex/Denis Hayoun



Ref: 15_rolex_sav

AFTER CASING THE MOVEMENT, THE WATCH IS TESTED IN DIFFERENT POSITIONS TO VERIFY ITS CHRONOMETRIC PERFORMANCE.

Credits: © Rolex/Denis Hayoun



Ref: 16_rolex_sav

THE MOVEMENT'S TIMEKEEPING ACCURACY IS ADJUSTED USING A MICROSTELLA REGULATING KEY.

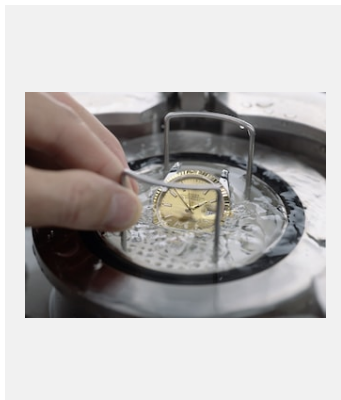
Credits: © Rolex/Denis Hayoun



Ref: 17_rolex_sav

THE CHRONOMETRIC PERFORMANCE OF THE WATCH IS TESTED OVER A CYCLE OF AT LEAST 24 HOURS IN CONDITIONS SIMULATING THOSE ON THE WEARER'S WRIST.

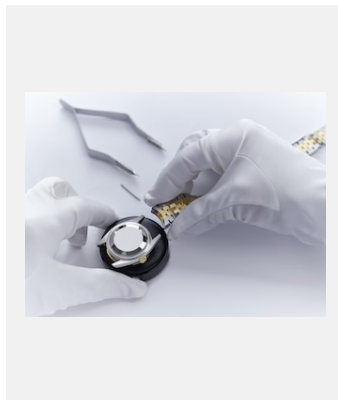
Credits: © Rolex/Denis Hayoun



Ref: 18_rolex_sav

THE WATCHES' WATERPROOFNESS IS TESTED IN HYPERBARIC TANKS DEVELOPED BY THE BRAND.

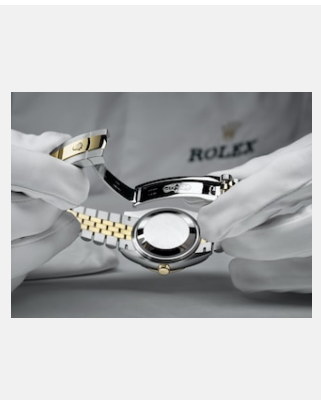
Credits: © Rolex/Denis Hayoun



Ref: 19_rolex_sav

ONCE THE CASE BACK HAS BEEN SCREWED DOWN AND THE WATCH HAS BEEN CHECKED TO CONFIRM PROPER FUNCTIONING, THE WATCHMAKER REATTACHES THE BRACELET TO THE CASE.

Credits: © Rolex/Denis Hayoun



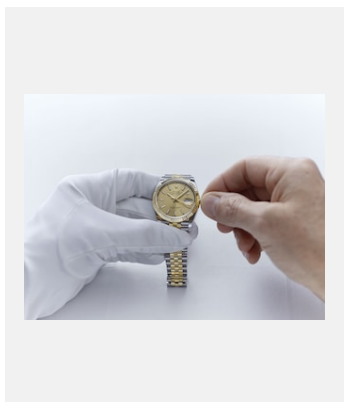
Ref: 20_rolex_sav

DURING A FINAL CONTROL, THE WATCHMAKER CHECKS THAT THE WATCH'S FUNCTIONS ARE PERFECTLY OPERATIONAL AND THAT ITS APPEARANCE IS IMPECCABLE.

Credits: © Rolex/Denis Hayoun

Contact sheet

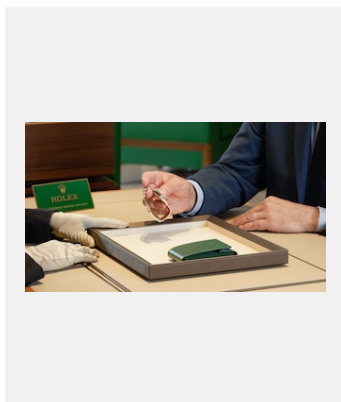
ROLEX WORLD SERVICE



Ref: 21_rolex_sav

BEFORE RETURNING THE WATCH TO ITS OWNER, THE WATCHMAKER FULLY WINDS THE MOVEMENT VIA THE WINDING CROWN.

Credits: © Rolex/Denis Hayoun

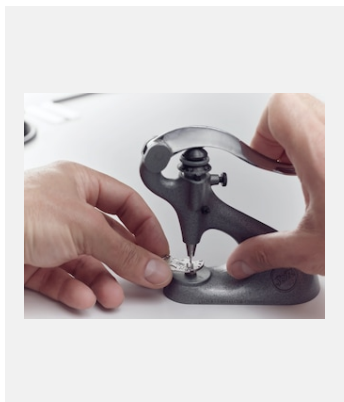


Ref: 22_rolex_sav

EACH WATCH LEAVING A ROLEX AFTER-SALES SERVICE WORKSHOP BENEFITS FROM AN INTERNATIONAL TWO-YEAR GUARANTEE COVERING THE PARTS AND LABOUR.

Credits: © Rolex/Denis Hayoun

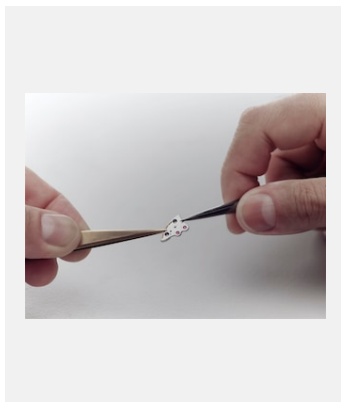
THE RESTORATION ATELIER



Ref: 1_rolex_restoration

WHENEVER POSSIBLE, WORN COMPONENTS ARE RESTORED OR PERFECTLY RECREATED USING TECHNIQUES AND MATERIALS OF THE PERIOD. HERE, THE WATCHMAKER DRIVES OUT A DAMAGED JEWEL FROM THE BARREL BRIDGE.

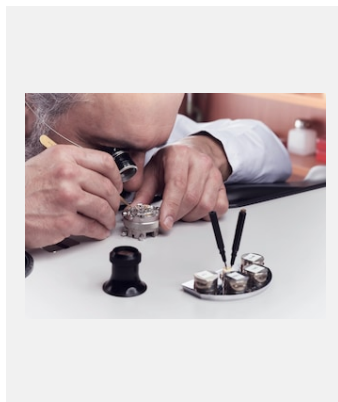
Credits: © Rolex/Denis Hayoun



Ref: 2_rolex_restoration

THE WATCHMAKER TAKES CARE TO PRESERVE A MAXIMUM OF THE ORIGINAL AESTHETICS AND CHARACTERISTICS OF EACH RESTORED WATCH. HERE, HE REFINISHES THE CHAMFERING OF THE TRAIN WHEEL BRIDGE TO RESTORE ITS SHINE.

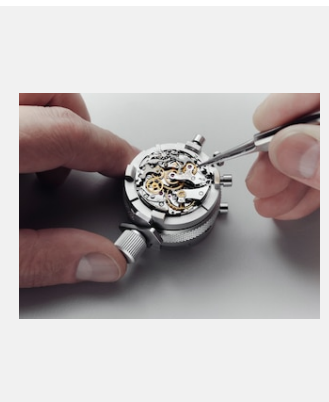
Credits: © Rolex/Denis Hayoun



Ref: 3_rolex_restoration

THE WATCHMAKERS AT THE RESTORATION ATELIER IN GENEVA HANDLE OLD AND RARE COMPONENTS; THEIR WORK DEMANDS ABSOLUTE CONCENTRATION.

Credits: © Rolex/Denis Hayoun



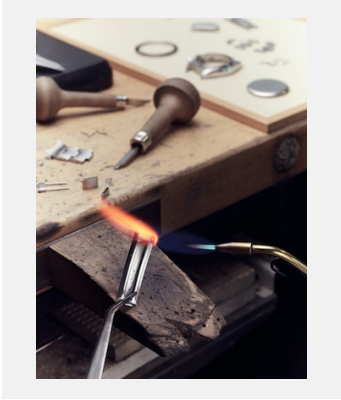
Ref: 4_rolex_restoration

EACH "RESTORATION" SERVICE IS CARRIED OUT IN KEEPING WITH WATCHMAKING TRADITIONS AND CRAFTSMANSHIP, WHERE THE ARTISAN'S TOUCH IS OF PARAMOUNT IMPORTANCE. HERE, THE WATCHMAKER CHECKS THE CHRONOGRAPH'S COUNTERS.

Credits: © Rolex/Denis Hayoun

Contact sheet

ROLEX WORLD SERVICE



Ref: 5_rolex_restauraton

CERTAIN OPERATIONS ON
WATCHES ENTRUSTED TO THE
RESTORATION ATELIER ARE
PERFORMED BY A JEWELLER.
HERE, A HINGE IS RESOLDERED
ON THE BLADE OF A CLASP.

Credits: © Rolex/Denis Hayoun