



**ROLEX**

The word "ROLEX" is written in a bold, serif font. The letters are dark green with a white outline. The "O" in "ROLEX" is stylized with a horizontal line through the middle, and the "E" has a vertical line through the middle.

CAROLINA ESPINOSA  
GRAD II

# HISTORY

1905

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At the age of 24, Hans Wilsdorf founded Rolex in London specializing in the distribution of timepieces. He created the concept of a watch worn on the wrist.

1924

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Rolex created the first waterproof and dustproof watch with the help of a hermetically sealed case, given the name "oyster".

1931

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Rolex created the first self-winding mechanism for watches with a perpetual rotor, now found at the heart of every modern automatic watch.

1953

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Rolex developed watches that served for activities such as deep-sea diving, aviation, mountain climbing, and scientific exploration. This made Rolex known as the watches of achievers.

1985

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Rolex's steel watches came to life as "oystersteel". With 904L steel that is comparable to precious metals known for their anti-corrosion properties, Rolex became the first brand to use this material.

2012

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National Geographic descended into the deepest place on earth, the Mariana Trench, with only one passenger on the voyage: a Rolex watch.



# **“A CROWN FOR EVERY ACHIEVEMENT”**

Objective is to manufacture and distribute **high-quality** luxury wrist watches, with the vision of continuing the long tradition of **excellence** that the Rolex brand represents.

**PRECISE**  
**SOPHISTICATED**  
**VERSATILE**



# COMPANY



Website	<a href="http://www.rolex.com">www.rolex.com</a>
Headquarters	Geneva (Switzerland)
Size	27 countries, 5001 to 10000 employees
Type of Company	Private
Industry	Consumer Products Manufacturing
Revenue	\$5 to \$10 billion (USD) per year
Competitors	Movado Group, LVMH, Richemont

Rolex was given the lowest environmental rating as "Latecomers/Non-transparent", suggesting that the manufacturer has taken very few actions addressing the impact of its manufacturing activities on the environment and climate change.

## SALARIES

Sales Associate	\$19K - \$62K
Executive Assistant	\$39K - \$44K
Director	Monthly \$8K - \$8K

## WHAT IS IT LIKE TO WORK FOR THE COMPANY?

Excellent vacation policy, medical benefits, 401k and profit sharing, life insurance, and extremely liberal holiday schedule. Great facilities and spacious workspaces.

# GUIDELINES

- To provide a **sophisticated** and **elegant** workplace that reflects the company's **tradition of excellence**
- To use a subtle **color palette** and careful choice of honest materials that reflect those used in **Rolex's** watches
- To provide the necessary **technology** for users to be more **productive** and **efficient** in communicating their ideas, while **reflecting** the **technology** in **Rolex's** watches
- To incorporate **natural elements** and **sustainability** to the design for **user health** as well as a more **environmentally-friendly** design



# REFERENCES

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