



CYCLOPS LENS

THE DATE MAGNIFIED

The Cyclops lens, which magnifies the date on many Oyster models, is a Rolex invention dating back to the early 1950s. This innovation makes for appreciably easier reading of the date and has become a signature feature of the brand.

The Cyclops lens, which takes its name from the one-eyed giants of Greek mythology, was patented by Rolex in the early 1950s. It was introduced for the first time in 1953 on a Datejust model. By magnifying the date in the window on the dial, it offers considerably easier reading of the date.

A ROLEX EXCLUSIVITY

In 1955, given the immediate success of this innovation, Rolex felt the need to issue a solemn warning to the competition. “To all watchmakers: we draw your attention to the fact that the watch crystal with the specially shaped magnifying lens is a Rolex exclusivity protected in Switzerland and abroad. We will not hesitate to instigate legal proceedings against any counterfeiting,” stated a notice published in the press at the time.

After the Datejust, the GMT-Master and the Day-Date were equipped with the Cyclops lens as of their launch in 1955 and 1956, respectively. With its characteristic domed shape, the Cyclops lens became a salient aesthetic feature. Its use was subsequently extended to the entire Oyster collection with date – with the exception of the Rolex Deepsea divers’ watch, for technical reasons.

FROM PLEXIGLAS TO SAPPHIRE

When the Cyclops lens was introduced, the lens and the crystal were a single piece, made of Plexiglas. From the 1970s, Rolex equipped its watches with a new, virtually scratchproof, sapphire crystal. Consequently, the Cyclops lens evolved. Also in sapphire, it now has a double anti-reflective coating for optimum legibility of the date and is affixed to the crystal.

Today, more than ever, the Cyclops lens is an inseparable part of the aesthetics of the Oyster collection. It continues to evolve and to perpetuate the brand’s singular care for the wearer’s comfort.