



## PRECIOUS STONES AND GEM-SETTING

### PURITY AND BRILLIANCE

Through their high quality and the extreme care taken in their setting, the precious stones selected by Rolex endow the brand's gem-set watches with unparalleled prestige.



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### EXCEPTIONAL PRECIOUS STONES

Rolex uses only the finest precious stones to adorn its watches: diamonds, rubies, sapphires and emeralds. The criteria and protocol for selecting these gems, which are always natural stones, are exceptionally demanding. Each gemstone is closely examined by the in-house gemmology department, which ensures strict compliance with the specifications defined by the brand.

To guarantee the quality of the precious stones, Rolex gemmologists have a range of sophisticated analysis tools at their disposal, in addition to their own expertise. These tools -- the same as those usually found in independent gemmology labs or even sometimes developed specially for Rolex -- allow the specialists to examine the gemstones' chemical composition and, for example, to confirm the authenticity of diamonds, which are systematically tested via X-ray imaging.

### CLARITY, COLOUR AND SIZE

In terms of clarity, Rolex selects only the most translucent natural gemstones according to the highest standards. For diamonds, IF (Internally Flawless) stones alone are accepted -- those in the highest category of the grading scales generally used in gemmology.

The colour of a precious stone is always evaluated by the naked eye. In their assessment, the gemmologists compare the gemstones against certified master stones. Diamonds must fall within categories D to G -- the highest grades -- on the Gemological Institute of America colour scale.

With coloured gemstones -- rubies, sapphires and emeralds -- Rolex takes particular care in ensuring that all the stones on a given watch are of the same hue. This requirement is met through a long sorting process carried out by hand, stone by stone, in the Rolex workshops.

The way in which the gemstones are cut -- the symmetry and shape of the facets -- determines the way in which light penetrates the stones and is reflected off the pavilion, or lower part of the diamond. The cut therefore directly influences a stone's brilliance and sparkle. A well-cut stone accentuates the intensity and number of reflections, Rolex uses brilliant cut (or full cut), 8/8, baguette or trapeze cut stones.

### THE ART OF GEM-SETTING

Once approved by the gemmologists, the precious stones are entrusted to the gem-setters, masters of their art and skilled in the various techniques of their profession: bead setting, channel setting, bezel setting, and prong or claw setting. Besides the intrinsic quality of the stones themselves,



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several other criteria contribute to the reputation of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the robustness, regularity and aesthetics of the setting as well as the finishing of the beads.