



ROLEX GOLD

THE SOURCE OF THE SHINE

The radiance of the gold used for Rolex watches can be ascribed to the absolute purity of the exclusive alloys that the brand creates in its own foundry by melting noble metals at over 1,000 °C. Here, 18 ct yellow, white or Everose gold are created, cast and formed in accordance with the strictest quality criteria, ensuring a peerless, handsome lustre for Rolex watch cases and bracelets.



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The stuff of legends, precious and enduring, gold symbolizes perfection, purity and eternal brilliance. Noble metal par excellence, it adorns in all its splendour a wide range of watches in the Oyster collection.

In the pure 24 ct state, gold is too malleable. To make it harder and improve its resistance, it must be alloyed with other metals. This is the *raison d'être* of 18 ct gold, a princely alloy eminently suitable for watchmaking, composed of 750‰ (thousandths) of pure gold. According to the proportion of silver, copper or other elements added, different types of 18 ct gold are obtained: yellow, pink or white.

The quality and properties of alloys can vary, depending on the rigour of the alloying process. For this very reason, in its quest for excellence, Rolex chose to install its own foundry to create the highest quality gold alloys with specific properties.

FROM PURE GOLD TO WATCH

Rolex gold is like no other. It is made of only the purest metals, meticulously inspected in an in-house laboratory with state-of-the-art equipment. These metals are alloyed by fusion in a crucible at over 1,000 °C, according to closely guarded formulas to produce the 18 ct yellow, white and Everose gold alloys specific to Rolex.

The molten alloy is poured through a graphite sieve, creating droplets which, as they fall into a vat of water, are instantly cooled to become small beads.

The 18 ct gold beads undergo a second fusion and are fashioned into rods by pouring the mixture via continuous casting through a water-cooled die causing the metal to solidify as it exits. The gold rods thus obtained are then shaped in the metal forming workshops. The gold is deformed, compressed and stretched by rolling and drawing, with intermittent annealing, to obtain the plates, tubes, shaped bars and wire for manufacturing middle cases, case backs, bezels and bracelet parts. Like the melting process, this phase is critical in that it imparts to the gold the optimal mechanical, dimensional and aesthetic characteristics required for the subsequent stages of manufacturing. Final operations such as polishing or satin-finishing of the components will confer upon them the inherent lustre of Rolex gold.



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EVEROSE GOLD

To preserve the beauty of its pink gold watches, Rolex created and patented a new alloy that it casts in its own foundry: Everose gold, which owes its unique colour – a pink hue unlike any other – to its composition. Introduced in 2005, it is used on all Rolex pink gold watches.

ROLESOR, A MARRIAGE OF GOLD AND STEEL

Rolesor is the story of the auspicious meeting of two materials on a single Rolex watch: the juxtaposition of gold and steel with their contrasting colours and radiance, in subtly balanced harmony.

The name Rolesor was patented by Rolex in 1933, and has become one of the distinctive elements marking the brand's watches, a true Rolex signature. The concept is simple: the bezel, the winding crown as well as the centre bracelet links are made of 18 ct yellow or Everose gold, whilst the middle case and the outer links of the bracelet are made of Oystersteel. On white Rolesor models, the bezel alone is in 18 ct white gold.

Introduced on the Oyster Perpetual Datejust in 1948, Rolesor met with immediate success and contributed largely to the legendary status of this classic and distinctive wristwatch. Since that time, many other watches in the Oyster Professional and classic collections have appeared in Rolesor versions.