



BASELWORLD2014



Cellini

THE CLASSICAL ROLEX

Rolex presents the new Cellini collection, a contemporary celebration of classicism and the eternal elegance of traditional timepieces. Consisting of 12 classically inspired models, this new collection combines the best of Rolex know-how and its high standards of perfection with an approach that heightens watchmaking heritage in its most timeless form. The lines are sober and refined, the materials noble, the finishings luxurious: every detail respects the codes of the art of watchmaking. But, this new collection is not suspended in an idealized past. Like the Italian Renaissance – one of whose most admired artists, Benvenuto Cellini, goldsmith and sculptor to the popes, inspired the name of the collection – the Rolex Cellini models mark a return to the sources of classicism, reinterpreting it in perfect harmony with their time. These watches, born of Rolex watchmaking tradition, evoke the finest examples of contemporary monumental architecture, where grandiose proportions and clean lines are accompanied by a strikingly modern reading of space and light. The new Cellini watches are freed of the formal constraints of their heritage, fully assuming their role as refined guardians of time, symbols of luxury steeped in values that reveal an authentic *art de vivre*.



ROLEX

The new Cellini collection celebrates the most fascinating and exalting facets of watchmaking tradition. Here, elegance and nobility are absolute. The cases are available exclusively in 18 ct white or Everose gold cast by Rolex in its own foundry.

Their round shape and classic 39 mm diameter are marks of tradition, while the refined lugs, the polished finish and the double bezel – one domed and the second delicately fluted – add a touch of distinction. An emblematic Rolex feature, this fluting is also present on the case back, serving to screw it down. The case back is domed as in bygone eras. The flared shape of the screw-down crown highlights the refined aesthetics of the Cellini. The dials also bear witness to know-how and tradition. They are either lacquered or embellished with a black or a silver-plated classic “rayon flammé de la gloire” guilloché motif and adorned with gold applique hour markers. The layout of the dials is determined by the watches’ different functions, dividing the collection into three families. The Cellini Time models are the quintessential expression of a watchmaking classic, the guardian of hours, minutes and seconds. The Cellini Date models add a date function via a hand on a small sub-dial, blending practicality and elegance. Finally, the Cellini Dual Time models indicate the time in two time zones simultaneously and feature an elegant sun and moon day/night indicator in an aperture on the sub-dial for the second time zone.

All the new Cellini models feature a high-precision self-winding mechanical movement, certified as a chronometer and entirely manufactured by Rolex. In the purest traditional style, these watches are available only with shiny black or brown alligator leather straps, stitched, remborded and with an 18 ct gold buckle; all for the sheer elegance of a gentleman.

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Cellini
TIME

Cellini
TIME

THE ESSENCE OF A TIMELESS CLASSIC

Hours, minutes and seconds form the essence of everyday timekeeping. The Cellini Time captures the present as if nothing else were of importance; nothing but the magic of the moment.

Its simple, clear dial pays tribute to the timeless codes of classic watchmaking, while reinterpreting them with an elegant modernity: stylized, elongated Roman numerals; stretched applique hour markers, which are divided by a minute track that has been moved towards the centre of the dial, closer to the tips of the hands. Faceted and shaped like a two-edged sword, the hands count off each second, each minute and each hour with the full precision of the self-winding chronometer movement at the heart of this prestigious timepiece.

VERSIONS

The Cellini Time model is offered in four versions: with a black or white lacquered dial, and with a 39 mm case in a choice of 18 ct white or Everose gold. It is fitted on a remborded and stitched alligator leather strap with large scales, in shiny black or brown depending on the model, with an 18 ct gold buckle matching the gold of the case.



CELLINI TIME — WHITE GOLD





Cellini
TIME

Reference: 50509

FUNCTIONS

—
Centre hour, minute and seconds hands

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
White lacquer
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle



CELLINI TIME

WHITE GOLD — WHITE LACQUER DIAL


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Cellini
TIME

Reference: 50509

FUNCTIONS

—
Centre hour, minute and seconds hands

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black lacquer
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle



CELLINI TIME

WHITE GOLD — BLACK LACQUER DIAL


ROLEX

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Cellini
TIME

Reference: 50505

FUNCTIONS

—
Centre hour, minute and seconds hands

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
White lacquer
18 ct pink gold hour markers and hands

STRAP

—
Shiny brown alligator leather
18 ct Everose gold buckle



CELLINI TIME
EVEROSE GOLD — WHITE LACQUER DIAL



CELLINI TIME

EVEROSE GOLD — BLACK LACQUER DIAL

Cellini TIME

Reference: 50505

FUNCTIONS

—
Centre hour, minute and seconds hands

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black lacquer
18 ct pink gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct Everose gold buckle


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Cellini
DATE

Cellini
DATE

ELEGANCE, DAY IN, DAY OUT

The days go by in an infinite cycle: yesterday, today, tomorrow. Each day that passes is different, each day is essential. The Cellini Date model adds another function to the indication of hours, minutes and seconds: a date display imbued with elegance, tradition and poetry. Located at 3 o'clock, a small gold-rimmed sub-dial with a guilloché motif at its centre shows the full sequence of the dates of the month. Day after day, a small gold hand indicates the current date, as on timepieces of yesteryear. A splendid instrument to project yourself in time, this calendar displays on a single dial, the days gone by and days to come: yesterday, today and tomorrow.

VERSIONS

The Cellini Date model is offered in four versions: with a black or silver dial featuring a “rayon flammé de la gloire” guilloché motif, and with a 39 mm case in a choice of 18 ct white or Everose gold. It is fitted on a rembordered and stitched alligator leather strap with large scales, in shiny black or brown depending on the model, and with an 18 ct gold buckle matching the gold of the case.



CELLINI DATE — EVEROSE GOLD





Cellini
DATE

Reference: 50519

FUNCTIONS

—
Centre hour, minute and seconds hands
Date display on a sub-dial with hand at 3 o'clock

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Silver guilloché
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle



CELLINI DATE

WHITE GOLD — SILVER GUILLOCHE DIAL


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Cellini
DATE

Reference: 50519

FUNCTIONS

—
Centre hour, minute and seconds hands
Date display on a sub-dial with hand at 3 o'clock

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black guilloché
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle



CELLINI DATE

WHITE GOLD — BLACK GUILLOCHE DIAL


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CELLINI DATE
EVEROSE GOLD — SILVER GUILLOCHE DIAL

Cellini DATE

Reference: 50515

FUNCTIONS

—
Centre hour, minute and seconds hands
Date display on a sub-dial with hand at 3 o'clock

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Silver guilloché
18 ct pink gold hour markers and hands

STRAP

—
Shiny brown alligator leather
18 ct Everose gold buckle


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Cellini
DATE

Reference: 50515

FUNCTIONS

—
Centre hour, minute and seconds hands
Date display on a sub-dial with hand at 3 o'clock

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black guilloché
18 ct pink gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct Everose gold buckle



CELLINI DATE
EVEROSE GOLD — BLACK GUILLOCHE DIAL





Cellini
DUAL TIME

Cellini

DUAL TIME

TIME HERE AND TIME THERE

There the sun is rising, while here the day is drawing to a close. While on the horizon the sun is setting into the night, on the Cellini Dual Time it gradually appears in the aperture at the bottom of the dial.

The Cellini Dual Time model grants its wearers the gift of temporal ubiquity. With a quick glance at the dial, they are simultaneously aware of the time here and the time elsewhere. The small gold-rimmed sub-dial at 6 o'clock shows the minutes and hours in a faraway part of the world: the land of your loved ones when you are travelling, the location of business associates on other continents. To differentiate daytime hours from night-time hours, a sun or moon symbol transits the aperture at 9 o'clock on the sub-dial. The large centre hands, shaped like two-edged swords, always accompany the wearers on their journey. The hour hand can be set independently by successive "jumps" to adjust to a new local time zone, without disturbing the functioning of the watch or the chronometric precision of its self-winding movement.

VERSIONS

The Cellini Dual Time model is offered in four versions: with a black or silver dial featuring a "rayon flammé de la gloire" guilloché motif, and with a 39 mm case in a choice of 18 ct white or Everose gold. It is mounted on an alligator leather strap with large scales, rembordered and stitched, in shiny black or brown depending on the model, and fitted with an 18 ct gold buckle matching the gold of the case.


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CELLINI DUAL TIME — EVEROSE GOLD



ROLEX
GENEVE

Cellini







CELLINI DUAL TIME

WHITE GOLD — SILVER GUILLOCHE DIAL

Cellini

DUAL TIME

Reference: 50529

FUNCTIONS

—
Centre hour, minute and seconds hands
Second time zone at 6 o'clock with day/night indicator

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Silver guilloché
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle



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CELLINI DUAL TIME

WHITE GOLD — BLACK GUILLOCHE DIAL

Cellini

DUAL TIME

Reference: 50529

FUNCTIONS

—
Centre hour, minute and seconds hands
Second time zone at 6 o'clock with day/night indicator

CASE

—
39 mm, 18 ct white gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black guilloché
18 ct white gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct white gold buckle


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CELLINI DUAL TIME
EVEROSE GOLD — SILVER GUILLOCHE DIAL

Cellini

DUAL TIME

Reference: 50525

FUNCTIONS

—
Centre hour, minute and seconds hands
Second time zone at 6 o'clock with day/night indicator

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Silver guilloché
18 ct pink gold hour markers and hands

STRAP

—
Shiny brown alligator leather
18 ct Everose gold buckle


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CELLINI DUAL TIME
EVEROSE GOLD — BLACK GUILLOCHE DIAL

Cellini

DUAL TIME

Reference: 50525

FUNCTIONS

—
Centre hour, minute and seconds hands
Second time zone at 6 o'clock with day/night indicator

CASE

—
39 mm, 18 ct Everose gold, polished finish
Double bezel, domed and fluted
Domed case back, screw down
Flared screw-down winding crown
with Rolex emblem
Domed sapphire crystal
Waterproof to a depth of 50 metres

MOVEMENT

—
Self-winding mechanical movement,
Manufacture Rolex
COSC-certified chronometer
Blue Parachrom hairspring
with Breguet overcoil
28,800 beats/hour (4Hz)
31 rubies
Approximately 48-hour power reserve

DIAL

—
Black guilloché
18 ct pink gold hour markers and hands

STRAP

—
Shiny black alligator leather
18 ct Everose gold buckle


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