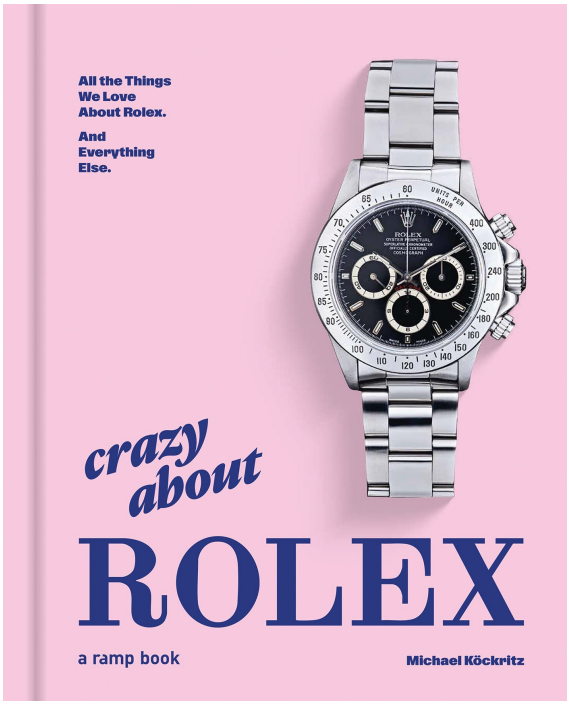
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Crazy About Rolex

All the Things We Love About Rolex. And Everything Else.

Michael Köckritz

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- Fascinating stories about iconic Rolex models such as the Submariner, Daytona, GMT-Master and Datejust
- An examination of Rolex as a cultural phenomenon
- Portrait of the community with people who represent the brand
- Unpublished photo series that capture the timeless presence of Rolex watches
- An unconventional, tongue-in-cheek approach to the world of the luxury brand Rolex

For decades, Rolex has been synonymous worldwide with the highest level of watchmaking craftsmanship and tool watches that continue to set standards with their outstanding quality. For a design that has stood the test of time. For an aura that needs no advertising – because it explains itself through presence. In the depth of its technology as well as in the clarity of its form. Whether Submariner or Daytona, GMT-Master or Datejust – every Rolex stands for a perfected idea and tells its own story.

Michael Köckritz, style-defining media maker, editor-in-chief and author, together with his ramp editorial team, invites us on a journey into the universe of Rolex that is as knowledgeable as it is inspiring: from the beginnings to the icons. From technical brilliance to radically clear design. From stories full of adventure, innovation and style to the people who stand for the brand – and are themselves inspired by it.

As a journalist, author, artist, and media creator, **Michael Köckritz** consistently succeeds in providing attention-grabbing insights into contemporary and future-oriented topics, as well as lifestyle and luxury worlds, with a cheerful ease. As publisher and editor-in-chief, he has created numerous book and lifestyle magazine formats that have consistently received national and international awards for years. The automotive culture magazine *ramp*, the men's lifestyle magazine *rampstyle*, and the design magazine *ramp.design* are published internationally and are considered style-setters.







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