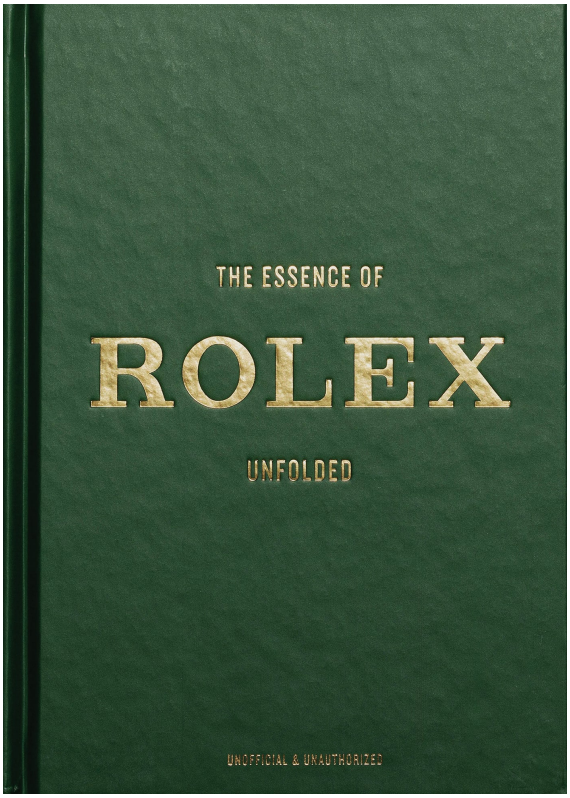
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The Essence of Rolex

Unfolded

Jesper Helmin

ISBN	9788794190626
Publisher	Helmin Publishing
Binding	Hardback
Territory	World excluding Denmark
Size	215 mm x 145 mm
Pages	144 Pages
Name of series	The Essence Of
Price	£17.99

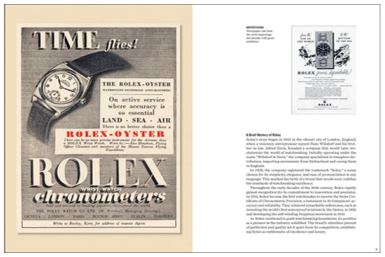
- Beautifully illustrated book with plenty of photos and drawings of the brand's most iconic creations
- Part of the highly popular *The Essence of* series
- Perfect for anyone interested in watches and Rolex, and are looking for an easy and accessible way to dive into the history, creations, models, and signature traits of the brand

Delve into the illustrious history of the iconic brand, tracing its evolution from precision timekeeping to an enduring symbol of status and sophistication.

Discover the craftsmanship behind each meticulously crafted timepiece, from the legendary Submariner to the iconic Daytona. Intriguing anecdotes unveil the influential figures who have adorned their wrists with Rolex, from celebrated ambassadors to trendsetting celebrities. From Paul Newman and Sean Connery to Roger Federer, Rihanna and Harry Styles.

Embark on a horological adventure that transcends generations, inviting you to embrace the legacy and luxury synonymous with Rolex.

Jesper Helmin is the owner of the up-and-coming Danish publishing house Helmin & Sorgenfri. He has a long background as a journalist and has published a handful of books, primarily about sports, gastronomy, and watches.







Published 21st Oct 2025