



# The Watch Book Rolex: Next Generation

**Gisbert L. Brunner**

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- More style, more pop culture, more adventure – the all-new **The Watch Book Rolex: Next Generation**
- This visually stunning book explains the uniqueness and hype surrounding the most popular watch brand in the world
- Curated by bestselling author and Rolex expert Gisbert L. Brunner

The history of Rolex is a fascinating journey through developments in the watch industry, innovations and the brand's influence on the world of luxury watches and popular culture. Rolex revolutionised the watch industry in 1926 by launching the first wristwatch with a chronometer certificate. The 1950s saw the launch of some of Rolex's best-known models, which cemented the brand's reputation as a pioneer in the spirit of exploration and adventure: Rolex Submariner (1953), Rolex Explorer (1953) and Rolex GMT-Master (1954). Thanks to its modern layout, reading **The Watch Book Rolex – Next Generation** is a visual experience. Celebrities, from politicians and actors to athletes, have worn Rolex watches as status symbols, and Gisbert L. Brunner tells the fascinating stories behind the most famous models.

Wearing a Rolex not only conveys a sense of luxury, but also brings out the modern adventurer and explorer in each of us.

Born in 1947, **Gisbert L. Brunner** has pursued his interest in wristwatches, pendulum clocks and other precision timepieces since 1964. During the 1970s quartz crisis, his love of mechanical watches, an ostensibly endangered species, grew. In the early 1980s his passion for collecting watches led him to pen his first articles. More than 30 books on the art of watchmaking were to follow. Brunner writes for publications such as *Chronos Japan*, *Prestige*, *Materialist*, *GZ* and *ZEIT Magazin*. In 2018, together with his partner Wolfgang Winter, Brunner launched the popular internet platform [www.uhrenkosmos.com](http://www.uhrenkosmos.com).

