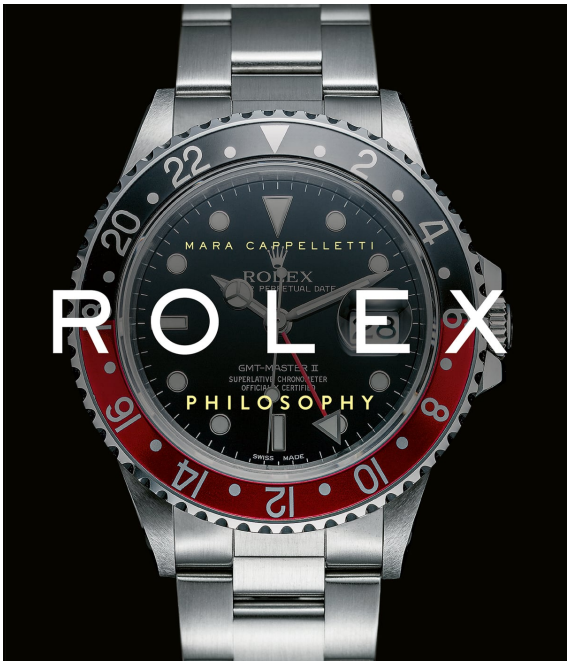
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Rolex Philosophy

Mara Cappelletti

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- A meticulously illustrated journey through all things Rolex
- Includes images, direct testimonials, unpublished interviews, contemporaneous ads and archive materials
- A must-have for all collectors and enthusiasts
- Written by author and jewelry expert Mara Cappelletti

"This book combines images, direct testimonials, unpublished interviews, contemporaneous ads, archive materials, technical details, auction results and more to paint a picture of what has made Rolex the powerhouse it is today."— **Robb Report**

"This rich photobook uses images, direct testimonials, unpublished interviews, contemporaneous ads, archive materials and excellent narration to recount the path from the inception of this world-famous watch brand to the present day."— **Lovely Books**

Rolex, the great creation of inventor and entrepreneur Hans Wilsdorf, is a worldwide phenomenon. This rich photobook uses images, direct testimonials, unpublished interviews, contemporaneous ads, archive materials and excellent narration to recount the path from the inception of this world-famous watch brand to the present day.

Follow the evolutionary path of the innovative techniques and extraordinary designs that made Rolex the powerhouse it is today. Discover the true and unique, inimitable Rolex philosophy – the identity at the heart of a century-long success.

Written by author and jewelry expert Mara Cappelletti, ***Rolex Philosophy*** is a meticulously illustrated journey through all things Rolex. With technical details, auction results, and background insights, this is a must-have for all collectors and enthusiasts.

After graduating in 1989 from the IULM University of Milan, **Mara Cappelletti** attended the 'History of Jewelry' course and the 'Art of Islamic countries, India, China, Korea and Japan' short course at the Sotheby's Institute of Art in 2005. She is founder and president of Associazione Culturale Stile e Storia, working in art, fashion and jewelry. From 2011-2012, Cappelletti was the curator and author, together with Osvaldo Patrizzi, of *The Masters of Time* (24 Ore Cultura): a collection of 25 monographs dedicated to the world's finest watchmakers and founders of the greatest Maisons. In January 2020, Cappelletti was the main curator of the exhibition *Stile Milano* (Milano Style). She had previously curated the 2015 exhibition *Jewels of Taste* as part of the Expo In Citta, supported by the University of Milan, Associazione Orafa Lombarda, and The World Jewellery Confederation CIBJO.

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