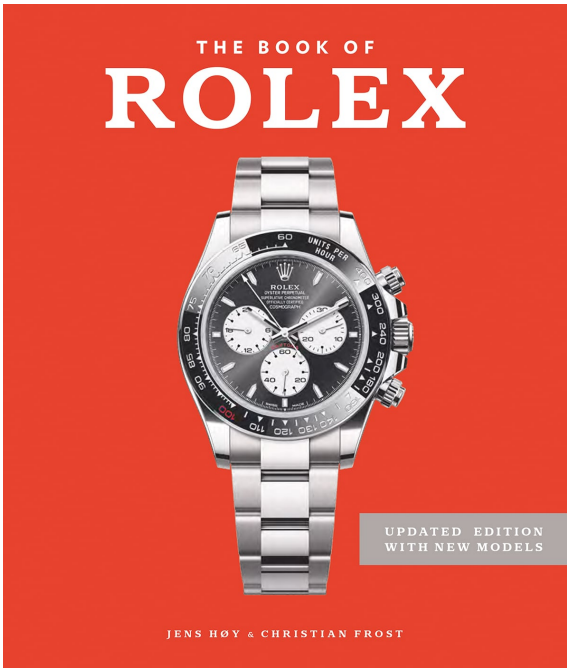
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The Book of Rolex

Jens Hoy

Christian Frost

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- New revised edition with the latest information and new images
- An exhaustive appraisal of the Rolex watch, including studies of vintage models, current designs and special editions
- A new revised edition with the latest information, expert commentary and new images
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Horological trends flit by faster than ever in today's fast-paced society. But Rolex does not rely on gimmicks; theirs is a more perennial allure, with a reputation built on traditions and hard-earned skill. A company that innovates while paying homage to their roots, every Rolex is the culmination of centuries of watchmaking expertise. Within this bestselling book you will find explanations of the making process, descriptions of the materials involved and expert commentary on what makes each Rolex wristwatch unique.
This new revised edition of ***The Book of Rolex*** has been brought right up to date since it first published in 2015, to include all the latest information on this most desirable of watch brands along with many new images. Demonstrating how each model fits its social milieu, present and past, this book also addresses the multitude of fakes on the market, including the so-called 'Frankensteins' – watches made from a mixture of real parts and forgeries, which are notoriously hard to spot – imparting all the skills needed to pick counterfeits out of a line-up. A holistic view of Rolex watches, this book promises to be as timeless as the brand itself. Should you be considering a Rolex, this book will convince you of its worth as an investment.

Jens Høy is a Rolex connoisseur - a fashion and lifestyle journalist known for his work with the Danish newspaper *Berlingske* and its business magazine, *Erhversbladet*, among many others. **Christian Frost** is a journalist and author, renowned for his Erik Otto Falster crime series, especially *God is Just Dog Spelled Backwards* and *The Arab Who Was White As Snow*. Between them, they present a book that is at once informative and inherently readable.







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