



The Book of Rolex

Jens Hoy

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- An exhaustive appraisal of the Rolex watch, including studies of vintage models, current designs and special editions
- Learn how to spot fakes using the same clues as the experts
- Invaluable to any watch-lover, especially aspiring Rolex collectors

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 book you will find explanations of the making process, descriptions of the materials involved and expert commentary on what makes each Rolex wristwatch unique.

The Book of Rolex demonstrates how each model fits its social milieu, present and past. It 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, *Erhvervsbladet*, 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.

