

Rado reveals Fashion and Design

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Rado watches are associated with top quality timepieces made from the finest scratchproof materials in the world. This premier company was set up in 1917 in Switzerland, although it wasn't until the 1960's that the world's first scratchproof watch was made under the name Rado DiaStar. It supports a worldwide clientele through 250 plus official service centers and 8,000 points of sale located across the world. In 1983, Rado joined the elite SMH group, now known as the Swatch Group, the biggest watch conglomerate in the world. Rado watches are unique in every way.

The company started off as a marketing company selling watches for the first 40 years of its existence. It was only in 1957 that the company shifted focus to producing watches rather than marketing them. Its first line of watches was launched under the brand name Rado. In 1962, the company achieved a landmark by producing the first scratchproof watch - Dia Star. This delicately designed oval watch brought Rado an international recognition. It joined the Swatch group in the year 1983, thereby establishing it as a watch manufacturing giant. While other brands use conventional materials like gold, brass or steel, Rado goes for materials of the future such as hard metal, sapphire crystal, high-tech ceramics, high-tech lanthanum or high-tech diamond. And this is always in the endeavor to develop design/material combinations that unite in perfect harmony the double functions of the watch as a modern piece of jewelry and a functional timepiece. The basis for this is provided by the mastery of highly developed leading technologies for the manufacture and processing of the hardest materials in the world. Rado an unique leader in watch making technology. The company has made him self proud by using futuristic materials like lanthanum, ceramics or diamond for manufacturing purposes. With the technical exposure and expertise, the company has been able to craft these metals into elegant timepieces. Not only that the Rado watches appeals suddenness with precious and semi precious stones like diamonds, rubies or sapphires. It has taken decades for Rado to build up this know-how, which today constitutes the core expertise of its material-technological developments. Fashion and Design has the main focus of this Rado watches. These include the ornamented watch Coupole Blue Fascination that was crafted using gold, diamond and blue sapphire. Essentially a sapphire and diamond bracelet, it sports diamond hands that are set in a rich sea blue dial. Yet another exquisite creation of Rado was made using a whole sapphire crystal and 18 karat white gold. Four different variations of the Royal Dream were made using the hour index points with diamonds, emeralds, sapphire and rubies. The futuristic Ceramics that is available in black or platinum has been made using high quality sapphire crystal. This too, like other Rado watches, is made of scratchproof materials. On the occasion of Rado's 20th anniversary in tennis sponsorship, Rado Switzerland organised an high profile tennis event-tour throughout the country. On its occasion Rado introduced the Integral Jubile Limited Edition of 1000 watches. The 'Purple Passion' was the new color developed by Rado for its ceramics designer watches. The silver faced dial was set with 4 diamonds and was surrounded by another 40 sparkling diamonds. Rado watches are durable products for which customer service plays an important role in the marketing mix. Rado has set the goal of developing new products in such a way that servicing will become easier, faster and therefore more consumer-friendly. Rado has an international network with more than 250 official Rado Service-Centers and 8000 points of sale. This ensures perfect service for Rado watches - worldwide. All Rado watches are backed with excellent after sales service. There is also a great effort at customer interaction and developing designs that are in tune with modern trends. Any way The Rado watches, unpretentious, clear-lined, modern, innovative, stylistically, pure- these are descriptions of the qualities that characterize Rado design. The watches must also be a pleasure to wear so wearer- comfort and anatomical are important elements in the creative process. The second unmistakable focal point is provided by the Rado materials- impressive and enchanting with their fascinating brilliance, their wearer-comfort and their superlative scratch-proof ness. Rado will continue in the future to concentrate on the development of scratchproof watches. The 21st century will continue to see the reinforcement of this clear positioning.