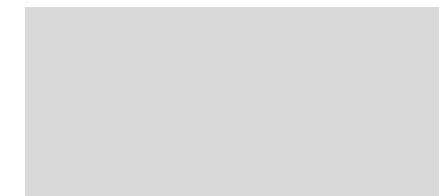
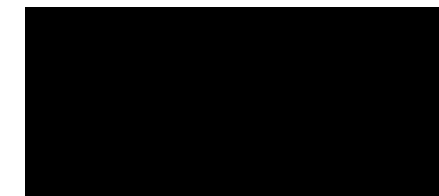
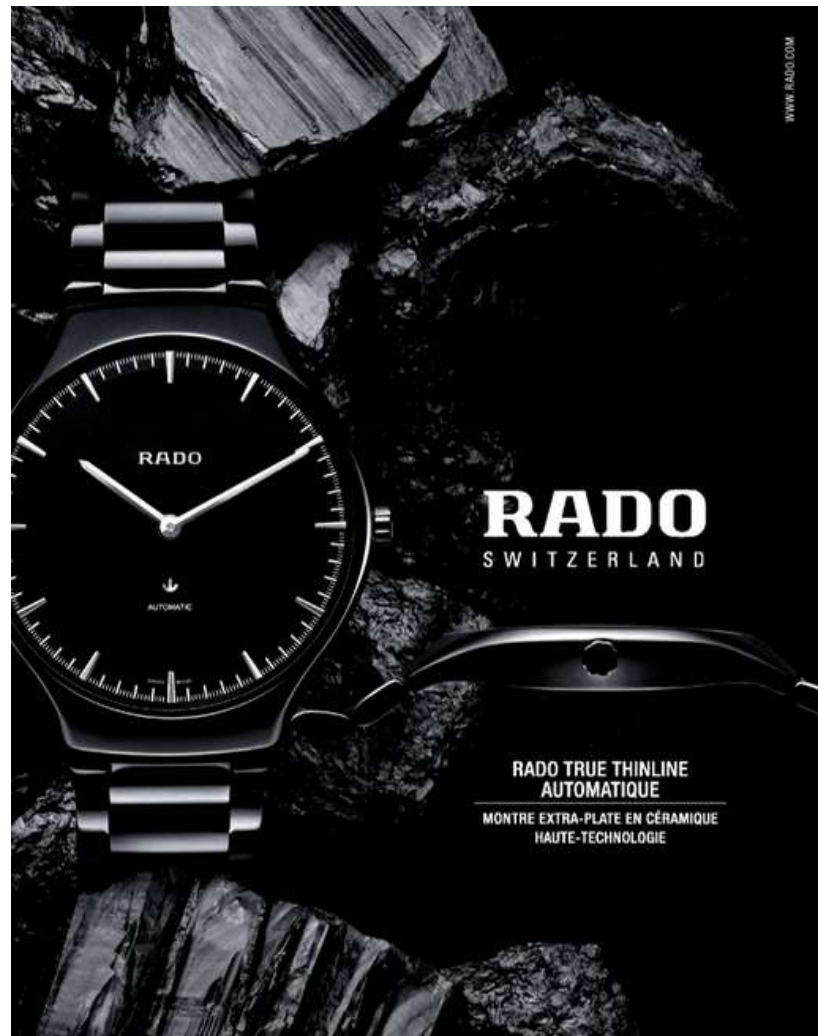


PHOTOGRAPHY



MOOD BOARD



Luxury
Durable
Revolutionary
Minimalistic
Water resistant

RADO
SWITZERLAND



INTRODUCTION

Rado is a high end swiss watch manufacturing company. Founded by werner and schlup in 1917. The brand believes in manufacturing watches with unusual materials, giving Rado watches their distinct look and style. Rado uses a variety of materials ranging from lanthanum, high-tech ceramics, hard metal, and titanium carbide. The first watch to put Rado on the global watchmaking map was the DiaStar in 1962.

HISTORY

Following a long tradition of innovations and extensive research, Rado watches are exquisite and come with an essence of unorthodox aesthetics meant to last a lifetime.

Timeline –


1917 - Modest beginning of Rado in Lengnau, Switzerland.

1950 – 1959

The iconic Golden Horse collection made its debut in 1957, the same year they celebrated its 40th anniversary. The green house collection was first water resistant watches of Rado.

1960-1969

In 1962, Rado continued to set itself apart with one of its most iconic models: the DiaStar 1. Marketed as "the world's first scratchproof watch", the Dia Star 1 was a response to customer demands for comfort, robustness and exclusive style.



1970-1979

Rado design and material innovations continued apace into the 1970s and 80s. The first gold-coloured DiaStar debuted in 1972, and 1976 marked the introduction of the minimalistic Rado Dia 67, which featured innovative case construction entirely covered by an edge-to-edge metalised sapphire crystal.

1990- 1999

The 90s saw the continued use of high-tech ceramic, now one of Rado's signature materials. The launch of the Rado Ceramica in 1990 introduced the world to a completely integrated watch case and bracelet made of sapphire crystal and high-tech ceramic.

2000-2009

To end the decade in style, Rado honoured its design heritage with the release of the r5.5 collection, a minimalist masterpiece and the brainchild of renowned British designer Jasper Morrison. 2010- today In 2015 Rado unveiled chocolate brown high-tech ceramic, a stylish addition to Rado's high-tech ceramic colour palette



DESIGN

In the field of revolutionary technologies in watches, Rado is a big supporter and promoter of design. They have collaborations with award-winning designers like graphic designer Leslie Chan, industrial designer Konstantin Grcic (who we talked about above), and furniture designer Jasper Morrison. The company is also behind the Rado Star Prize, a competition that supports up and coming and promising designers from all over the world.

MINIMALIST DESIGN

Rado are the watches that can be taken from a casual day to a workday. Rado watches are as elegant as they come because of the sleek and polished designs that the brand boasts of.



RADO
SWITZERLAND

SUPER LUMINOVA

Some watches of Rado allows this feature
due to which a person can see the time in
a pitch darkness





WATER RESISTANCE

Rado watches are not only stylish and classic but also functional. This features removes worrying of accidentally destroying the watch whenever the watch goes in watery area

Plasma treated high tech ceramic

For increasing the durability, Rado uses
plasma treated ceramic stripes for its
watchcase

There is "what is" only when there
is no comparing and to live with
"what is" is to be peaceful.





TIME CHANGES EVERYTHING.
EXCEPT A RADO; RADO. A
DIFFERENT WORLD

