

Rolex is one of the most luxury brands in the world, valued today at 8 billion dollars.

Hans Wilsdorf, the founder of the million dollar empire, is a German orphan taken by his uncle who payed for his education in a german boarding school. From early age he was intrigued by Switzerland that is well know for its long history in the watchmaking industry. At the age of 19 he moved to Geneva and soon after he found himself a job for a watchmaking company. This was one of the biggest high-quality watchmaking brands at the time. Hans was responsible for winding hundreds of watches every day and verifying they were accurate. He picked up tremendous insight into watchmaking and obtained big deal of knowledge about how all types of watches were produced.

Hans wanted to open his own watch business and one day he was talking with his much older brother in law Alfred Davis about it. Hans told him about his idea and how he just needed capital. Alfred had the money and invested in his idea, so in 1905 they founded the Wilsdorf and Davis Limited in London, which would eventually become Rolex a few years later.

At the time the popular thing was pocket watches, wrist watches were worn only by women and were looked down upon. The reason being for not being well precise on the time. Hans found the pocket watches mostly inconvenient to use, he wanted to make the perfect wrist watch that could consistently show the exact time. By 1908 Wilsdorf and Davis Limited was one of the top firms in the watchmaking industry. Hans wanted to change the name of the company to something high-class, catchy and easy to say, no matter the language. It also needed to be short so the name could fit easily into the dial of the watch, then the name Rolex was born.

Rolex gained a lot of fame during the first world war. Soldiers were given Rolex watches instead of pocket watches because it was much easier and safer to use, it also helped them to better coordinate their attacks because of its precision on time. In 1914 the headquarters of Rolex were moved from London to Geneva, Switzerland, because of tax problems in Britain. Rolex is placed in Geneva to this day.

The next big thing for Rolex is in 1926, when they release the first ever waterproof wristwatch ever - the Rolex Oyster. It was presented inside of fishbowls full of water and fishes in it, placed on the sales display of every Rolex dealership. Few year later the Rolex Oyster Perpetual was released, the first ever waterproof and self-winding wristwatch. The previous model was a great success but the challenge was that you still had to often manually wind the watch. After that the Rolex Oyster Perpetual Datejust was released - the first ever waterproofed self-winding wristwatch that showed the date. Next the Rolex Oyster Perpetual Day-Date, which showed also the day of the week.

Today Rolex has this classic models, but also some model made for specific conditions:

Rolex Air-King - made for aviators, Rolex GMT-Master which shows two different time zones, Rolex Yacht-Master - made for sailors, Rolex Submariner - made for divers, Rolex Daytona - for racers, Rolex Milgaus - resists magnetic fields.

Rolex watches are so expensive because they produce limited amount of pieces, which raises their price. It is really hard to buy a Rolex, you have to spend tons of money on basic model and jewelry to get into the wait list for the model you want, then you have to wait few years to actually get the watch. So if you want to buy a Rolex fast you have to go to the pre owned Rolex market where the prices are much higher.