



Rolex

In 1905, Hans Wilsdorf and Alfred Davis created the Swiss luxury watch company Rolex in London, England that is today estimated to be worth around \$8 billion. To understand the beginnings of the company one must first understand the different parts of a watch. The mechanical parts inside the watch are known as the “movement”. The “case” is the part of the watch that protects the “movement”, and the “face” of the watch shows the time.

The original name of the company was Wilsdorf and Davis, and the partners first imported Swiss movements from Bienne, Switzerland into England. They put the movements into expensive cases and sold the watches to jewelers. The jewelers would put their own brand on the watch faces before selling the timepieces.

Wilsdorf changed the name of the company to Rolex in 1908 and started to design their own watches. It's been said the name “Rolex” was chosen because it was short, so it looked good on the watch face, and it was easy to pronounce in any language. Shortly after the name change, Rolex won awards for chronometric precision in Switzerland and Great Britain. In 1919 they moved their base of operations to Geneva, Switzerland to further develop their craft.

Rolex created the first waterproof and dustproof wristwatch in 1926. They called it the “Oyster”. One year later Mercedes Gleitze wore the watch as she swam across the English Channel. After 10 hours in the water, the watch was still working perfectly. Rolex published a full-page advertisement on the front page of the “Daily Mail” celebrating the achievement. Some claim this was the first example of “testimonial marketing”, which uses real-life examples to show the value of a product.

A few years later Rolex designed the first ever self-winding watch. The timepiece was powered by a weight which rotated with the movement of the owner, so there was no need for a battery. Rolex continued their legacy by creating the first watch to show the date in 1945, and the first watch to spell out the day of the week in 1956.

Famous explorers would wear Rolex watches while deep sea diving and climbing the world's highest mountains to further cement the toughness of the timepieces. Today Rolex's are known to be worn by pilots, racecar drivers and mariners. They produce about a million watches per year and are ranked by Forbes as one of the world's most powerful global brands.

Source:

<https://www.rolex.com/rolex-history.html>

Vocab Match

Name: _____

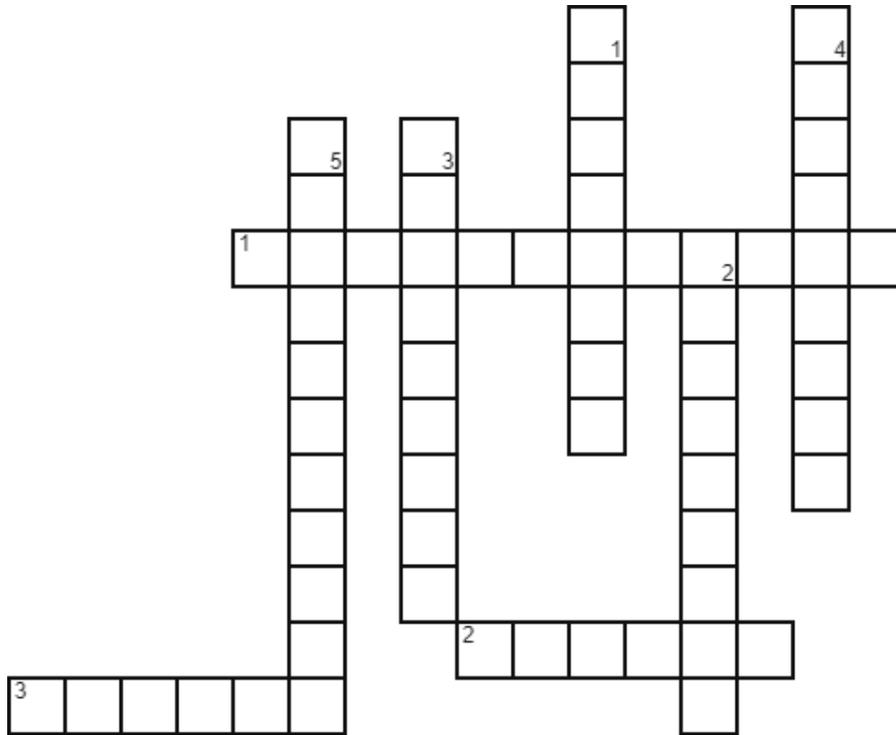
Word	Answer	Definition
1. estimate	1. ____	a. noun - accurate or exact
2. imported	2. ____	b. verb - guess
3. timepiece	3. ____	c. noun - history
4. pronounce	4. ____	d. noun - the science of measuring time
5. chronometric	5. ____	e. noun - sailor
6. precision	6. ____	f. noun - clock or a watch
7. achievement	7. ____	g. verb - bring from another country
8. legacy	8. ____	h. verb - make strong
9. cement	9. ____	i. verb - how to say a word correctly
10. mariner	10. ____	j. noun - something finished with great effort

Discussion Topics

1. Do you like luxury brands? What's your favorite?
2. Have you ever been to Europe? What do you know about Geneva, Switzerland?
3. Do you know anyone who has done something no one else has done?
4. What company do you think is very creative?
5. How do you feel about doing a dangerous job such as being a racecar driver?

Name: _____

Rolex



Across	Down
<ol style="list-style-type: none"> 1. noun - the science of measuring time 2. noun - history 3. verb - bring from another country 	<ol style="list-style-type: none"> 1. verb - guess 2. noun - clock or a watch 3. verb - how to say a word correctly 4. noun - accurate or exact 5. noun - something finished with great effort

Quiz

Name: _____

1) When did Hans Wilsdorf and Alfred Davis start their company?

a. 1805 b. 1905 c. 1995 d. 1800

2) What does the case of a watch protect?

a. the band b. the hands c. the face d. the movement

3) Which part of the watch shows the time?

a. the band b. the face c. the movement d. the case

4) Who did Wilsdorf and Davis sell the first watches to?

a. businessmen b. jewelers c. friends d. royal family members

5) When was the companies name changed to Rolex?

a. 1809 b. 1909 c. 1808 d. 1908

6) Where did the company move 1919?

a. New York, USA b. Geneva, Switzerland c. Stockholm, Sweden d. London, England

7) How long did it take Mercedes Gleitze to swim across the English Channel?

a. 10 hours b. 1 hour c. 17 hours d. 12 hours

8) Where did Rolex advertise the "Oyster"?

a. Daily Mail b. The Guardian c. Daily Star d. The Independent

9) In 1945 Rolex created the first watch to show what?

a. the date b. the season c. the weather d. the year

10) How many watches does Rolex make a year?

a. 100,000 b. 100 c. 10,000 d. 1,000,000

Key

Crossword	
Across	Down
1. chronometric 2. legacy 3. cement	1. estimate 2. timepiece 3. pronounce 4. precision 5. achievement 6. mariner

Matching	Quiz
1. b	1. b
2. g	2. d
3. f	3. b
4. i	4. b
5. d	5. d
6. a	6. b
7. j	7. a
8. c	8. b
9. h	9. a
10.e	10. d

PROJECT:

Students write a review of a fashion brand.