

# RADO

SWITZERLAND

Feel it!



Collection 2021

Feel **it!**





Dear Rado enthusiasts,

Welcome to the new edition of Feel it!, which we have devoted to our 2021 collection.

If you are already part of our steadily growing community of Rado fans, I can reveal to you now: exceptional and exclusive new products await you!

But perhaps you are not familiar with our brand yet and are keen to find out more. In this case, I'll take the opportunity to tell you a little about us.

Please allow us to introduce ourselves: we are Rado. Our watches not only show the time – they also provide a glimpse into the future.

How does that work? First of all, we take timekeeping very seriously. All of our watches fully contain high-quality and ultra-modern Swiss-made automatic or quartz watch movements that leave nothing to be desired in terms of precision and reliability.

However, at the same time, we always keep looking towards the future when developing our watches. This is why we devote the same care and expertise to the exterior of the watch as we do to the interior. We love and actively incorporate groundbreaking design and absolutely exceptional materials.

Rado has been a leader in the development of innovative materials that set standards with their colours and shapes, with their feel and longevity, for decades. This is why we are also referred to as the “Master of Materials”. Day after day, our watchmakers, developers and engineers draw on all of their experience and passion to live up to this title with extraordinary products.

On the following pages, you will learn about the “miracle products” with which we practice our kind of modern alchemy. You will see designs that you have never dreamt of, and perhaps you will also come across some old acquaintances. Look forward to classic and colourful timepieces, vintage-inspired and futuristic products; watches for all ages and genders.

After all, what sets Rado apart is clear for anyone to see. It makes no difference whether you are a die-hard fan or a newcomer to watches. You will feel it. We hope you enjoy reading this brochure.

Adrian Bosshard  
Rado CEO

Above: Adrian Bosshard, CEO.  
Photo: Rado archive

Cover & Opposite: Epic landscape and Captain Cook High-Tech Ceramic.  
Photos: THE POOL



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Glimpes of Rado's premises and marketing from the 1950s.  
Photo: Rado archive

## ABOUT **RADO**

As an innovative watchmaker with roots going back to 1917, Rado strives to capture the present and shape the future. To this end, we work tirelessly on the development of new materials, colours and shapes at our headquarters in Lengnau, Switzerland, and around the world. After all, there is a reason why we are referred to as the “Master of Materials”. Rado has pioneered some of the most exciting high-tech materials and design collaborations in recent decades. The difference is instantly obvious: each of our exclusive watches is a statement. A timeless commitment to quality, technology and design that feels incomparably good. And always looks great.

**RADO**  
S W I T Z E R L A N D

MASTER OF MATERIALS

A COMPANY OF THE **SWATCH GROUP** OF SWITZERLAND



# RADO: MASTER OF MATERIALS

Rado watches look good, but that's not their only quality. They also offer an unrivalled wearing experience. This is ensured by sophisticated design and exceptional materials – the secret of their very personal DNA.

What feels so smooth and lightweight is the result of many years of research and development. Our experts have reinvented production techniques, refined shaping methods and created colours where otherwise only black and white could be seen. Each of these materials is a star in itself. And a worthy contender for the international master's title.

## High-tech ceramic

The success of high-tech ceramics in the art of watchmaking continues unabated. This fills us with pride. After all, this success story at Rado began in 1986. Back then, we used black high-tech ceramic for the first time in the bracelet links of the legendary Integral. This groundbreaking material,

which had never been used in watchmaking in this way before, conquered the hearts and wrists of watch enthusiasts around the world with its scratch resistant, lightweight and skin-friendly qualities.

Most high-tech ceramic watches from Rado are created on the basis of zirconium oxide powder with an ultra-fine micrometre grain size. It is an extremely pure and finely calibrated artificially produced substance. Its advantage compared to conventional ceramics: high-tech ceramic is a very compact, high-density material. What's more, it does not have to be specially glazed to achieve a high-gloss finish.

Ceramic is also an excellent colour carrier. Introduced by Rado in 1986, the high-tech ceramic with its deep black sheen has had a lasting impact not only on watch design in general but also on the image of our brand. At the same time, it has paved the way for a multifaceted colour palette, to which we continue to add new tones – as recently with nine shades of the famous colour theory of Le Corbusier. Each new ceramic colour is the result of an elaborate development process lasting many years and represents a real breakthrough.

## Plasma high-tech ceramic

Our pioneering plasma high-tech ceramic combines the qualities of high-tech ceramic with the unique shine of metal – without using metal. What sounds like magic is state-of-the-art technology: finished white ceramic



Below: Removing DiaMaster Ceramos™ case from Injection mold.  
Photo: René Gaens

Opposite: A binding agent that is added to the Ceramos™ powder to aid injection is dissolved via a special debinding process.  
Photo: René Gaens



pieces are placed in a high-performance kiln, the plasma column of which is heated to 20,000°C. During this, gases are released at low pressure, which penetrate the ceramic surface and change its molecular structure. The original white colour of the ceramic thus changes to a warm metallic grey. As the radiant colour is part of the material, it will never fade or lose its shine. And even though the procedure changes the colour of the ceramic, it does not impair its qualities. Plasma high-tech ceramic is still lightweight, scratch resistant and hypoallergenic. We think this is pure magic!

## Hardmetal

It may sound surprising, but the sight of hardmetal makes our hearts beat a little bit faster. After all, this is how it all began at Rado in terms of high-tech materials. The aim at the time was to develop a scratch resistant watch. This is why Rado designed

the unmistakable DiaStar 1 in 1962 with a mix of materials consisting of a ceramic – tungsten carbide – and a metal binder. The material possesses high density, is heavier than high-tech ceramic and is extremely scratch resistant. It proved to be an ideal starting point for decades of material research, development and technology. Without hardmetal, we could probably only dream of high-tech ceramics in watchmaking today.

## Sapphire crystal

After diamonds, sapphire crystal is one of the world's hardest materials and is characterised by its high degree of transparency – no wonder, then, that it has long been one of our declared favourite materials. In fact, Rado was the first manufacturer to use sapphire crystal on a large scale for a watch: for the Rado DiaStar 1 in 1962. In this way, we have constantly set new standards in the watch industry, at a time

when brands were particularly turning to easy-to-scratch mineral glass or plastic.

The sapphire crystal used at Rado is “grown” in a laboratory using the Verneuil method. From a single “seedling”, a “boule” is created. This cylindrical piece of synthetic sapphire is laboriously cut, polished, processed and fitted with an anti-reflective coating. Today, all new Rado watches are fitted with sapphire crystal as standard, which protects the dial.

## Ceramos™

The best of both worlds: this innovative composite combines the hardness of a high ceramic content (around 90% titanium carbide) with the shine of a metal alloy. In a sense, Ceramos™ is a further development of hardmetal: it offers the same scratch resistant qualities with a significantly lower specific weight.





Above: Laser cutting.  
Photo: René Gaens

Opposite: A finished rose-gold coloured  
Ceramios™ DiaMaster case in final polishing.  
Photo: René Gaens

The material celebrated its premiere in the Rado collection in a pressed form back in 1992. Since its use in the injection moulding process from 2012, Ceramos™ has become a popular addition to stainless steel watches. Besides increased scratch resistance for important elements such as bezels and bracelet links, it also adds a good splash of colour. In 2018, we perfected this technology to dress our groundbreaking monobloc housing in steel- and rose gold-coloured Ceramos™ – a further truly gleaming highlight in our material history.





# FEEL IT



Rado's revolutionary materials are the result of many years of development, complex manufacturing techniques and state-of-the-art technologies. How can so much technicality be combined with our motto "Feel it!"? Perfectly! After all, this comprehensive material expertise actually only serves one purpose: your comfort. Yes, our groundbreaking developments constantly set new standards. But, above all else, they give the watch extraordinary scratch resistance.

Beauty that never fades. Spectacularly flowing shapes. And haptics that feel infinitely good. No question: what sets Rado apart cannot just be seen. It can be experienced up close.

Anyone who wants to know what makes the experience of wearing Rado so special should definitely try it for themselves. We strongly urge you to do this – your trusted Rado dealer

will be happy to make this encounter possible for you without any obligations. Nevertheless, we want to give all those who are curious a small taster now.

Many people will surely immediately notice the incredible lightness of a Rado made from high-tech ceramic or Ceramos™. These materials are much harder than steel but have a significantly lower weight. They give you an unimaginable degree of freedom of movement. A really eye-opening experience for all those who want to feel the lightness of being every day.

Next, we advise that you close your eyes. You will not only notice the quiet, regular ticking of the watch. This is also the ideal way for you to also explore the unique finish of each Rado with your fingertips. Whether matte or shiny, smooth or textured,



with roughened leather or cool metal: playing with different textures is an unmistakable characteristic of our collection and the result of a comprehensive design concept.

But there is even more to discover. Such as the flowing shapes, with which we adorn some of our most distinctive designs. Monobloc housings that are made in one piece follow the curves of the wrist. Just like our flexible link bracelets or gently curved sapphire crystal, it is a joy to follow

their perfect curvature. And let's not forget the intense colours with which we constantly add new facets to time-keeping. They are not only a highly individual stylistic element but also have an emotional effect.

However, above all else, you can feel the passion that went into making every Rado, the precision and care that our watchmakers and engineers have devoted to this time-piece. Anyone who has ever noticed this "difference" becomes part of

an international community. An exclusive group of watch wearers who know precisely what makes a Rado watch different from all the others: its incomparable sense of time.

Above: Epic landscape.  
Photo: THE POOL

Opposite: Into the adventure.  
Photo: THE POOL



# CAPTAIN COOK

Since its launch in 1962, Rado's Captain Cook has exuded the spirit of exploration and adventure through a unique timepiece. The watchmaker from Lengnau, Switzerland crafted a watch destined for the modern explorer made of high-tech materials and functional as an everyday watch. It takes its name from Rado's never-ending research and strong desire for exploration of new and better materials that could be used in watchmaking. Rado's Captain Cook maintains its vintage look but is made with modern materials from Rado's materials' explorations and it is the perfect watch for today's adventurers.

# Feel it!





Captain Cook High-Tech Ceramic.  
Photos: Romain Lienhardt



Into the adventure with  
Captain Cook High-Tech Ceramic.  
Photo: THE POOL



NEW ARRIVAL!

# CAPTAIN COOK HIGH-TECH CERAMIC

Introducing the Captain Cook High-Tech Ceramic. Rado's iconic Captain Cook is reinterpreted for 2021 in the Swiss brand's star material: ceramic. The new Captain Cook High-Tech Ceramic features a visible movement under its black tinted sapphire crystal, ceramic case and ceramic bracelet with a rubber option, and has resilient 80 hours power reserve. It is pure Rado DNA.



## KEY FEATURES

### DIAL

- Black tinted sapphire crystal dial
- Skeletonised movement visible under the dial
- Signature rotating anchor on a ruby plate

### MOVEMENT

- Rado calibre R734, skeletonised
- Exceeds standard test requirements from 3 to 5 positions for higher accuracy
- Antimagnetic Nivachron™ hairspring
- 80 hours power reserve

### CASE

- Black high-tech ceramic or plasma high-tech ceramic monobloc construction
- High-tech ceramic bezel insert
- Box-shaped sapphire crystal with antireflective coating both sides
- Titanium or PVD coated titanium case back with black tinted sapphire crystal
- Water resistant to 30 bar (300m)

- 1 | **R32127162** Ø43 mm, automatic  
2 | **R32128202** Ø43 mm, automatic  
3 | **R32127152** Ø43 mm, automatic  
4 | **R32127156** Ø43 mm, automatic, rubber strap







# CAPTAIN COOK

## BRONZE

In the early 1960s Rado created a sports watch that was distinctive, functional, and an exemplary diver watch. They created the Captain Cook. In 2020 it was once again re-imagined in the world’s oldest man-made alloy – bronze, which contrasts beautifully with its high-tech ceramic bezel insert. It is the perfect combination of ancient and modern materials.



### KEY FEATURES

#### DIAL

- Blue / green / brown / burgundy sunray dial
- Signature rotating anchor on a ruby plate

#### MOVEMENT

- Rado calibre R763
- 80 hours power reserve

#### CASE

- Bronze (CuAl alloy) case that develops a unique patina to each wearer
- Thin 23 carat gold plating layer to prevent patina to develop between production and wearing it on the wrist
- High-tech ceramic bezel insert
- Box-shaped sapphire crystal with antireflective coating on both sides
- Titanium case back
- Water resistant to 30 bar (300m)

- 1| **R32504207** Ø42 mm, automatic  
2| **R32504317** Ø42 mm, automatic  
3| **R32504307** Ø42 mm, automatic  
4| **R32504407** Ø42 mm, automatic







# CAPTAIN COOK

## 42mm

Designed as a watch for modern explorers of the urban jungle or cool countryside, the Captain Cook models are a highly versatile watch with a sporty but elegant look that is great for a casual day or night-out. Its high-tech ceramic bezels in striking colours are paired beautifully with a leather strap or stainless steel bracelet. It is a watch for men and women who want to get things done.



- 1 | R32105153 Ø 42 mm, automatic
- 2 | R32105203 Ø 42 mm, automatic
- 3 | R32105313 Ø 42 mm, automatic
- 4 | R32505153 Ø 42 mm, automatic
- 5 | R32505203 Ø 42 mm, automatic
- 6 | R32505313 Ø 42 mm, automatic
- 7 | R32505205 Ø 42 mm, automatic
- 8 | R32505305 Ø 42 mm, automatic



# CAPTAIN COOK

## 37 mm

Paying homage to the smaller case size of the first Captain Cook from 1962, the new Captain Cook is also presented in 37 mm, and features the original sword and arrow hands, and chunky indexes that are now powered with the long-lasting glow of SuperLumiNova® encapsulated by a high-tech ceramic bezel. Both classic and practical, modern and ancient, the Captain Cook embraces the spirit of the times and of new wearers.



- 1| **R32500203** Ø 37 mm, automatic
- 2| **R32500323** Ø 37 mm, automatic
- 3| **R32500013** Ø 37 mm, automatic
- 4| **R32500703** Ø 37 mm, automatic, 8 diamonds Top Wesselton



# STRAPS TO MATCH YOUR EVERY MOOD & STYLE

Customizing your Rado watch has never been easier. All Captain Cook watches are equipped with Rado's EasyClip system that allows for easy straps and bracelets' removal and quick change. Rado offers a wide arrange of different colour leather and NATO straps to match your style and enhance all your looks.

NATO straps have garnered a big following and are a favourite for those who love going into the water or prefer a sportier look, and leather straps add a pop of colour and elegance to an outfit. You can also change your stainless steel rice grain style bracelet for a three-link style bracelet or vice-versa.

The watchmaker from Lengnau also offers a beautiful saddle leather pouch that holds your Captain Cook watch plus three straps or bracelets, it is the perfect addition to keep your watch and straps secure and safe. A great complement for traveling when you want to have different options for your day and night looks.

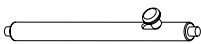
Whatever is your preference, style or mood Rado has the perfect strap or bracelet for you.

Opposite: Captain Cook leather pouch.  
Photo: Rado archive

Below: Captain Cook leather pouch.  
Photo: Rodrigo Galindo Breton



## NATO STRAP EASY CLIP SYSTEM - A 'HOW TO' GUIDE



**STEP 1**  
Place the watch face down on a protected surface.



**STEP 2 REMOVING THE STRAP**  
Push in and simultaneously lift up the spring bar. Remove the nato strap.



**STEP 3 ADDING A NEW STRAP**  
Place the watch face down on a protected surface. Position the nato strap with the clasp at 12 o'clock. The anchor should be in the center of the watch. Insert the spring bar into the holes.



**STEP 4**  
Slide the strap through the loop and pull into place. Adjust the strap to ensure that the watch head is in the middle.



**STEP 5**  
Check that the nato strap is firmly attached.

**Find more details on  
rado.com**



CAPTAIN COOK  
**SPECIALS 42mm**



Captain Cook interchangeable straps.  
Photo: Atelierphoto Marc Barral Baron



CAPTAIN COOK  
SPECIALS 37 & 42mm





## TENNIS CHAMPION ASHLEIGH BARTY

In 2017 Australian tennis sensation, Ashleigh Barty joined Rado's YoungStar team. Ashleigh, or Ash as she likes to be called, had a meteoric athletic start: the young Aussie was a Junior Wimbledon champion at 15 and a Fed Cup representative and three-time Grand Slam doubles finalist by 17. Now at 24 years old, the Women's Tennis Association (WTA) ranks Ash as No. 1 in the world in singles.

Ashleigh is a longtime fan of Rado, and Rado is thrilled to have the

opportunity to support Ashleigh. "I love watches and Rado has always been my favourite brand," says Ashleigh. Rado released a Limited Edition watch, the HyperChrome Ashleigh Barty to celebrate their partnership, and her favourite collections are the HyperChrome, True Thinline and Captain Cook.

Ash is proud to represent Rado on and off court and Rado is happy to accompany her every step of the way on her journey to success.



Right & Opposite:  
Rado Ambassador Ashleigh Barty.  
Photos: Paul Zimmer





# HYPERCHROME CHRONOGRAPH

The HyperChrome collection is one of Rado's most dynamic collection. Our HyperChrome Chronograph models combine different materials like ceramic, plasma, stainless steel, leather and diverse colour dials, allowing for a perfect watch for every style. With a date display and 45 hours of power reserve, it is a real automatic powerhouse.



- 1 | **R32118102** Ø 45 mm, automatic, chronograph
- 2 | **R32022312** Ø 45 mm, automatic, chronograph
- 3 | **R32022105** Ø 45 mm, automatic, chronograph
- 4 | **R32168155** Ø 45 mm, automatic, chronograph
- 5 | **R32111162** Ø 45 mm, automatic, chronograph
- 6 | **R32525202** Ø 45 mm, automatic, chronograph
- 7 | **R32121152** Ø 45 mm, automatic, chronograph



# HYPERCHROME GENTS

Materials' innovations, unprecedented watch construction and sleek design are the signature of the HyperChrome automatic watches for men. These timepieces are designed to look just as good with a business attire as they do with a casual outfit or even sports gear. A watch that delivers all the functions with the style you want.



- 1 | **R32029152** Ø 42 mm, automatic, 64 diamonds Top Wesselton
- 2 | **R32256702** Ø 42 mm, automatic, 12 diamonds Top Wesselton
- 3 | **R32021102** Ø 42 mm, automatic
- 4 | **R32252162** Ø 42 mm, automatic
- 5 | **R32254312** Ø 42 mm, automatic
- 6 | **R32254302** Ø 42 mm, automatic
- 7 | **R32254202** Ø 42 mm, automatic



# HYPERCHROME LADIES

Inspired by historic Rado timepieces, the sporty-chic HyperChrome family is Rado's signature all day, every occasion timepiece. The collection features Rado's signature high-tech ceramic together with dazzling diamonds that result in a watch that will stand the test of time and that you will want to look at forever.



- 1 | **R32482722** Ø 36 mm, automatic, 406 & 60 diamonds Top Wesselton
- 2 | **R32523722** Ø 36 mm, automatic, 406 & 60 diamonds Top Wesselton
- 3 | **R32043702** Ø 36 mm, automatic, 12 diamonds Top Wesselton
- 4 | **R32041702** Ø 36 mm, automatic, 12 diamonds Top Wesselton
- 5 | **R32126902** Ø 36 mm, quartz, 60 diamonds Top Wesselton
- 6 | **R32051102** Ø 36 mm, automatic, 56 diamonds Top Wesselton
- 7 | **R32052012** Ø 36 mm, automatic, 56 diamonds Top Wesselton
- 8 | **R32052302** Ø 36 mm, automatic, 56 diamonds Top Wesselton
- 9 | **R32041312** Ø 36 mm, automatic



# LIFESTYLE

These designs draw all eyes to them.  
No matter whether extravagant, ultra-flat or  
puristic: each of these watches is a work of art  
in itself.

Feel it!



# TRUE SQUARE

At Rado, we don't just know square high-tech ceramic watches: we invented them! Once again, we are raising the bar in materials and going back to the future with a groundbreaking watch that's light years ahead of the industry. The True Square features a full high-tech ceramic case and bracelet, making it smooth, light and comfortable.



- 1 | **R27086162** 38 x 44 mm, automatic
- 2 | **R27086152** 38 x 44 mm, automatic
- 3 | **R27083202** 38 x 44 mm, automatic
- 4 | **R27073702** 38 x 44 mm, automatic, 12 diamonds Top Wesselton
- 5 | **R27077312** 38 x 44 mm, automatic
- 6 | **R27078162** 38 x 44 mm, automatic
- 7 | **R27078702** 38 x 44 mm, automatic, 12 diamonds Top Wesselton
- 8 | **R27078722** 38 x 44 mm, automatic, 4 diamonds Top Wesselton
- 9 | **R27077702** 38 x 44 mm, automatic, 12 diamonds Top Wesselton



# TRUE SQUARE LADIES

Offered as well in a smaller case size, the True Square is an ideal and unique ladies timepiece. With white, plasma, black high-tech ceramic and diamonds option, there is a perfect scratch resistant watch for every wrist.



- 1 | **R27079702** 29x34 mm, quartz, 12 diamonds Top Wesselton
- 2 | **R27080702** 29x34 mm, quartz, 12 diamonds Top Wesselton
- 3 | **R27080722** 29x34 mm, quartz, 4 diamonds Top Wesselton
- 4 | **R27072902** 29x34 mm, quartz, 4 diamonds Top Wesselton
- 5 | **R27079312** 29x34 mm, quartz
- 6 | **R27080162** 29x34 mm, quartz



# TRUE SQUARE UNDIGITAL

Below: Naoki Ono & Yuki Yamamoto.  
Photo: Christopher Jue

Opposite: True Square Undigital.  
Photo: inShot GmbH - inshot.at

The True Square Undigital is the design creation of Tokyo-based design studio YOY founded in 2011 by Naoki Ono and Yuki Yamamoto. Under the motto “Between space and object”, they are dedicated to the design of furniture, lighting and interior decoration. For YOY, the idea comes first and next is the design, followed by the practice. Their aim was to bring

digital items into the analogue world, thus they grabbed inspiration from digital displays and from the square Rado ceramic watch from the 1980s. The case and bracelet are both made of black matt high-tech ceramic that give it a purist appeal, and the hands are covered by Luminous white SuperLumiNova® that stand out during day and night.



**Rado Design Collaboration – Special Edition**

R27075152 38 x 44 mm



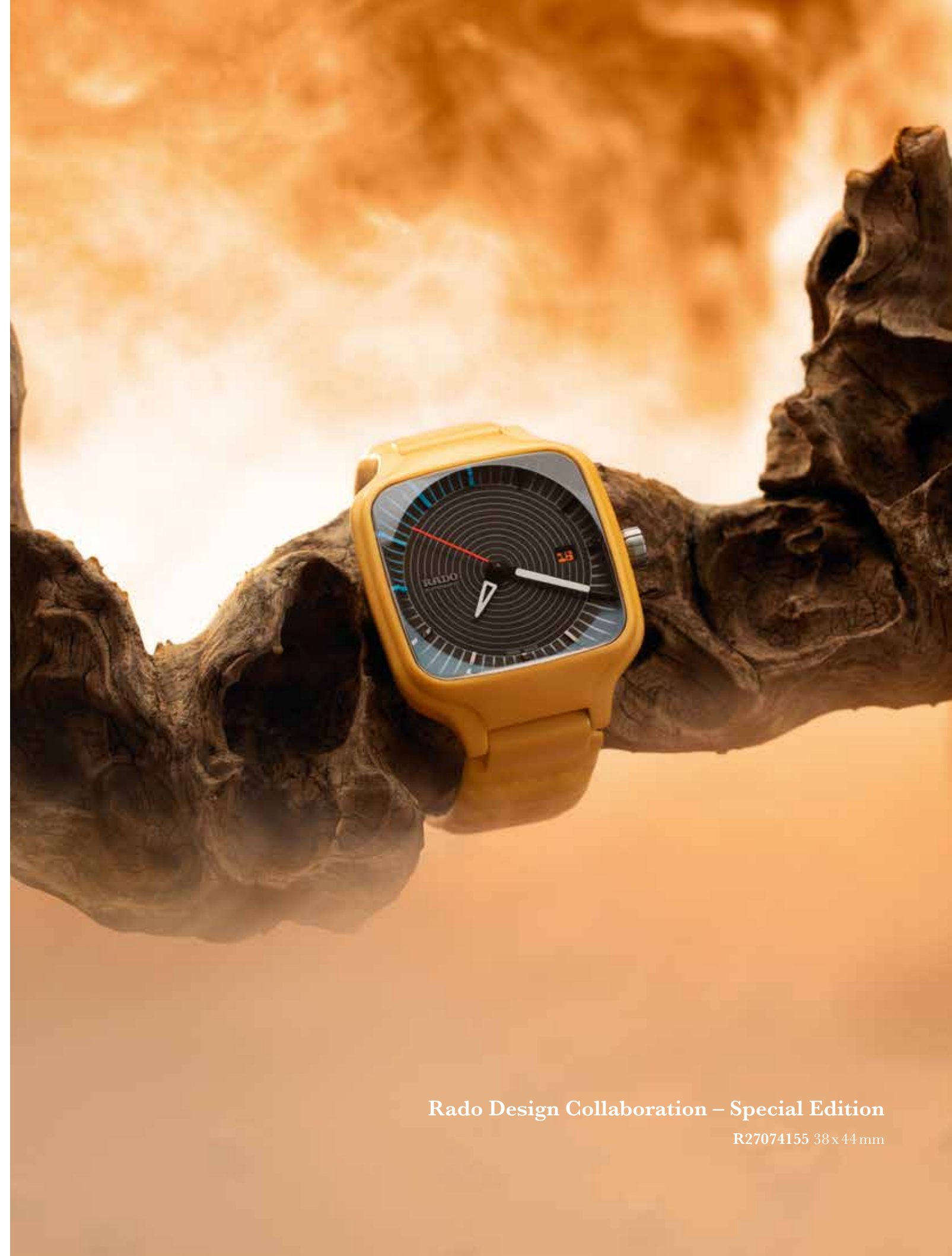
# TRUE SQUARE TEJ CHAUHAN

Below: Tej Chauhan.  
Photo: Christian Jakowleff

Opposite: True Square Tej Chauhan.  
Photo: inShot GmbH - inshot.at

Tej Chauhan is an award-winning British designer known for his “emotive industrial design”: shape, colour and material are used strategically to create experiences that bring joy. As an industrial designer, materials play a core role in Tej’s approach as they influence form, feel, and the direction of the project. He was inspired by the enduring futuristic visions from popular culture; movies, typography, and

colour theory. The result is a striking timepiece made of yellow high-tech ceramic, which holds a matt black dial with silver-coloured concentric circles, with white minute and hour hands, and a neon red second hand. Its date display at 3 o’clock features the Tej Chauhan brand typography. It’s paired with a “pillowed” yellow leather strap which adds to the nostalgic yet forward looking design.



Rado Design Collaboration – Special Edition

R27074155 38x44 mm



# TRUE SQUARE FORMAFANTASMA

Below: Andrea Trimarchi & Simone Farresin.  
Photo: Dezeen

Opposite: True Square Formafantasma.  
Photo: inShot GmbH - inshot.at

Andrea Trimarchi and Simone Farresin are Studio Formafantasma, an Italian designer duo. Whether designing or investigating alternative applications of materials, Studio Formafantasma apply the same rigorous attention to context, process and detail to every project they undertake. Collaborating with Rado on the True Square Formafantasma watch was

particularly challenging due to the small size of the art piece; nonetheless the design duo acquired inspiration from pocket watches to create a watch with a small window for the dial and in a light-grey colour in allusion to ceramic. The watch is crafted in high-tech ceramic with a hypoallergenic titanium case back.



**Rado Design Collaboration – Special Edition**

**R27076012 38 x 44 mm**



# TRUE SECRET

The True is a perfect, polished package made of full high-tech ceramic that will keep its shine for years to come while also offering lightness and wearer comfort. The new True Secret offers a glimpse of the quality Swiss-made automatic calibre through the dial opening at 12 o'clock. This is True.



1|

2|

3|

4|

- 1| **R27108312** Ø40 mm, automatic
- 2| **R27108732** Ø40 mm, automatic, 12 diamonds Top Wesselton
- 3| **R27107152** Ø40 mm, automatic
- 4| **R27107732** Ø40 mm, automatic, 12 diamonds Top Wesselton



# TRUE OPEN HEART

The True Open Heart Automatic is the epitome of Rado: our revolutionary monobloc construction made from high-tech ceramic meets maximum transparency. The fascinating mechanism that drives this elegant timepiece can be seen at first glance through the “open heart” of the dial.



- 1| **R27100162** Ø 40 mm, automatic
- 2| **R27100112** Ø 40 mm, automatic
- 3| **R27510152** Ø 40 mm, automatic
- 4| **R27510202** Ø 40 mm, automatic
- 5| **R27511302** Ø 40 mm, automatic
- 6| **R27100912** Ø 40 mm, automatic



# TRUE

This minimalistic beauty is equipped with the latest high-tech ceramic technology. Its gently curved monobloc housing appears to merge seamlessly into the bracelet. The True thus combines flowing lines, puristic design and technical innovation.



- 1 | **R27057732** Ø 40 mm, automatic, 12 diamonds Top Wesselton
- 2 | **R27056732** Ø 40 mm, automatic, 12 diamonds Top Wesselton
- 3 | **R27056712** Ø 40 mm, automatic, 4 diamonds Top Wesselton
- 4 | **R27056162** Ø 40 mm, automatic
- 5 | **R27243852** Ø 30 mm, automatic, 60 diamonds Top Wesselton
- 6 | **R27243732** Ø 30 mm, automatic, 12 diamonds Top Wesselton
- 7 | **R27242732** Ø 30 mm, automatic, 12 diamonds Top Wesselton
- 8 | **R27242722** Ø 30 mm, automatic, 4 diamonds Top Wesselton



# RADO AND GREAT GARDENS OF THE WORLD – **WHERE DESIGN MEETS NATURE**

In 2017, Rado forged a partnership with Grandi Giardini Italiani – an organisation focused on natural beauty and design. The partnership led to the creation of the True Thinline Nature collection, a set of limited edition watches combining natural elements with the very latest in high-tech materials technology. Soon to join the collection are new True timepieces by Great Gardens of the World.

At Rado, we know design. We understand what an important role nature plays in design as well as the positive impact time spent in the natural world away from the stresses and strains of everyday life brings. Time

to disconnect, to relax, to breathe, to recentre yourself. This combination of design and nature remains so intriguing that we have decided to continue our partnership and extend it to include not just the great gardens of Italy, but also the Great Gardens of the World. Gardens are a living form of art, which condenses time and space. From ancient times to contemporary gardens, from castles to roof terrace, here is a selection of the most inspiring places in the world. Where love for art meets love for nature. The project is growing every day. The partnership is authentic, enduring and future-focused – just like everything we do at Rado.

Opposite: Les Jardins d'Étretat.  
Landscape architect: Alexandre Grivko  
Photo: Richard Bloom



## GREAT GARDENS *of the* WORLD





# FEEL THE LIGHTNESS ON YOUR SKIN

Previously, ceramic watch cases had always contained a steel 'heart' as a base. The Rado True Thinline made such a construction impossible as the case of the watch was so thin. The resulting design was a resounding success: a watch case made entirely of ceramic and offering unrivalled levels of lightness and comfort.

When it was first launched in 2011, the Rado True Thinline was hailed as an outstanding piece of innovation. Years of research had led for the first time to the construction of a monobloc ceramic case – something that had never been achieved before.

The True Thinline is the thinnest ceramic watch that Rado has ever produced, with the cases of the quartz models measuring just 4.9 mm. They may be thin but they are not lacking in style or substance.

Each new design draws on the success of the original collection, bringing new colours and dial effects. Three link high-tech ceramic bracelets complete the super slim stylish look. Ultra-thin, amazingly light and super scratch resistant, these could be the most comfortable watches in the world. You have to feel the lightness on your skin.

# Feel it!



# TRUE THINLINE

The True Thinline could be considered the ultimate Rado timepiece. First introduced in 2011, these stunning watches are Rado’s slimmest and feature our groundbreaking monobloc case. These high-tech ceramic watches are ultra thin, scratch resistant and with wearer comfort guaranteed, they are designed to stand the test of time.



- 1 | R27741182 Ø 39 mm, quartz
- 2 | R27955022 Ø 39 mm, quartz
- 3 | R27955122 Ø 39 mm, quartz
- 4 | R27112312 Ø 40 mm, automatic, limited edition of 2020 pieces
- 5 | R27088102 Ø 40 mm, automatic
- 6 | R27088202 Ø 40 mm, automatic
- 7 | R27088312 Ø 40 mm, automatic
- 8 | R27113172 Ø 40 mm, automatic
- 9 | R27113722 Ø 40 mm, automatic, 12 diamonds Top Wesselton



# TRUE THINLINE

The True Thinline's elegant simplicity is powered by an unbelievably thin movement of just 1 millimeter, held in a case measuring a mere 4.9 millimeters. Though they may look delicate, True Thinline timepieces still boast the same durability and scratch resistance as Rado's other high-tech ceramic models and are offered in various colours.



- 1 | **R27005902** Ø 39 mm, quartz
- 2 | **R27006912** Ø 39 mm, quartz
- 3 | **R27004302** Ø 39 mm, quartz
- 4 | **R27957022** Ø 39 mm, quartz
- 5 | **R27010102** Ø 39 mm, quartz
- 6 | **R27956722** Ø 30 mm, quartz, 12 diamonds Top Wesselton
- 7 | **R27958722** Ø 30 mm, quartz, 12 diamonds Top Wesselton
- 8 | **R27742722** Ø 30 mm, quartz, 12 diamonds Top Wesselton



# TRUE THINLINE STILLNESS

We take a break to catch our breath. We take time to reflect, to reconsider the meaning of living life and our work. We long for silence.

(Lidewij Edelkoort)

We are proud to have been working together with the well-known trend forecaster Lidewij Edelkoort for many years and we are happy to announce our first watch collaboration with her: the True Thinline Stillness.

Being known as the Master of Materials, we decided to take a white monobloc ceramic case of our True Thinline to emphasize her subjects of silence and stillness. The watch case made entirely of ceramic and offering unrivalled levels of lightness and comfort. The dial is partially blurred. Everytime you want to know the time you should take a breath and focus yourself once more. Nothing is more important than yourself. Take the time to read the time. Your focus should be less and better, minimal and equal and simultaneous.

Below: Lidewij Edelkoort, founder of Trend Union.  
Photo: Romain Lienhardt

Opposite: True Thinline Stillness.  
Photo: Romain Lienhardt



Rado Design Collaboration – Special Edition

R27015012 Ø 39mm



# THE ULTIMATE RADO TRIBUTE TO LEGENDARY COLOUR THEORY

Below: Le Corbusier pictured in his studio.  
Photo: ©FLC/ADAGP

Opposite: Le Corbusier Pavillion Zurich.  
Photo: ©FLC/ADAGP

The True Thinline Les Couleurs™ Le Corbusier celebrates the colour theory created by the pioneering and visionary architect in a truly unique collection. As the Master of Materials, we have used our more than 30 years expertise with high-tech ceramic to create watches in the nine Architectural Polychromy colours, deemed to be some of the most challenging to create consistently.

Architectural Polychromy was ahead of its time, using 63 colours with architectural significance that help to create space and depth as well as having a profound physiological and psychological impact on the viewer.

Vibrant, velvety, balanced, bold, powerful, expressive, luminous, impressive and pure, the True Thinline Les

Couleurs™ Le Corbusier watches are produced in limited editions of 999 pieces per colour. As ever at Rado, each piece is durable, scratch resistant, light and comfortable to wear thanks to the full high-tech ceramic and our pioneering monobloc case construction.

Often considered the ultimate Rado because of its breakthrough design, the True Thinline is the perfect watch to showcase our ability to create bold and dynamic colour and to pay tribute to Le Corbusier's groundbreaking colour theory.



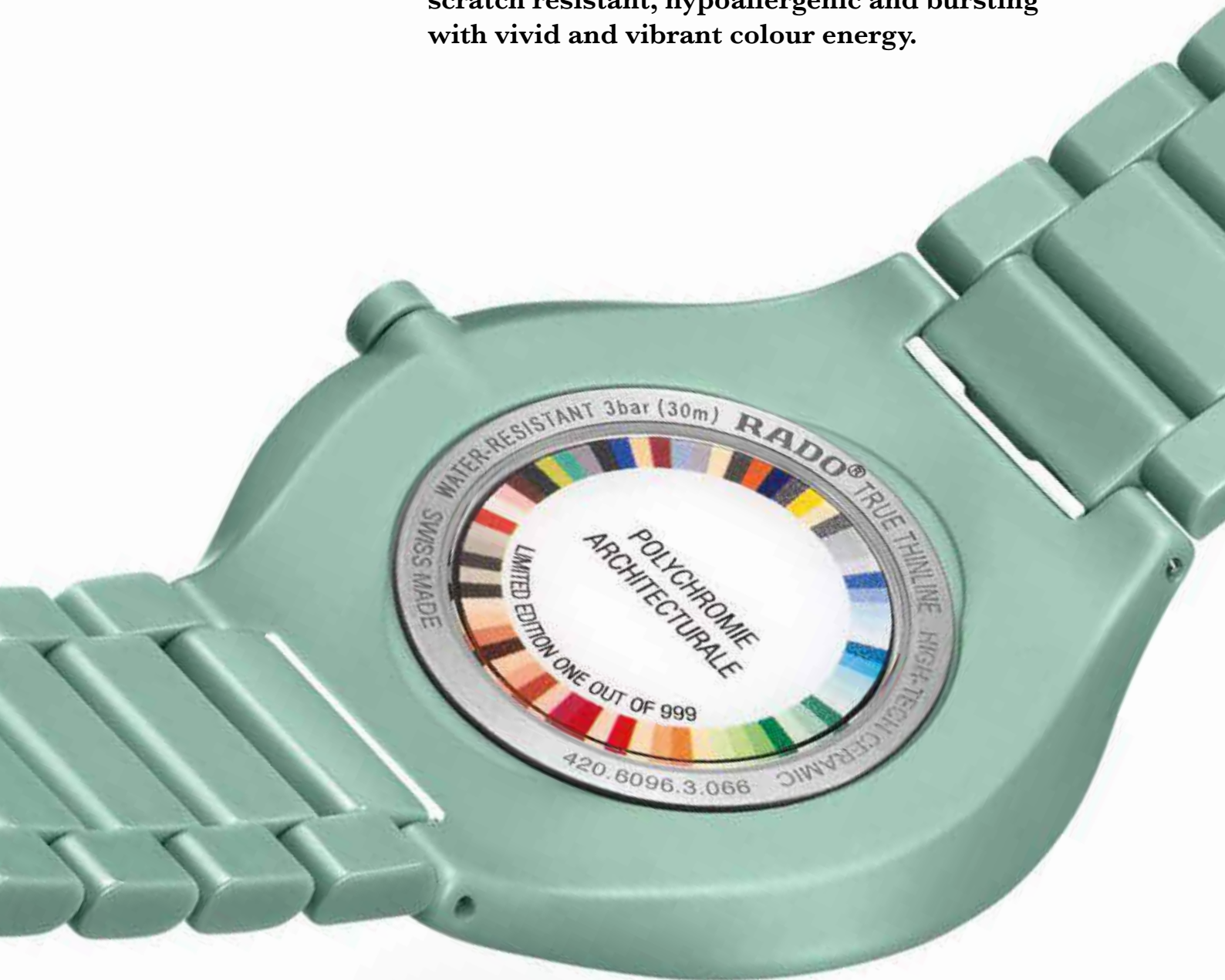
*Le Corbusier*

POLYCHROMIE ARCHITECTURALE



# TRUE THINLINE LES COULEURS™ LE CORBUSIER

Rado's True Thinline Les Couleurs™ collection includes 9 unique, vivid and vibrant colours from Le Corbusier's legendary colour theory. Each colour is limited to 999 pieces. These ultra slim and high-tech ceramic watches are light, scratch resistant, hypoallergenic and bursting with vivid and vibrant colour energy.



1|



2|



3|



4|



5|



6|



7|



8|



9|

- 1 | **R27090602** Ø 39 mm, quartz, Cream white 32001
- 2 | **R27097672** Ø 39 mm, quartz, Pale sienna 32123
- 3 | **R27091612** Ø 39 mm, quartz, Iron grey 32010
- 4 | **R27098682** Ø 39 mm, quartz, Grey brown natural umber 32141
- 5 | **R27093632** Ø 39 mm, quartz, Sunshine yellow 4320W
- 6 | **R27094642** Ø 39 mm, quartz, Luminous pink 4320C
- 7 | **R27095652** Ø 39 mm, quartz, Powerful orange 4320S
- 8 | **R27096662** Ø 39 mm, quartz, Slightly greyed English green 32041
- 9 | **R27092622** Ø 39 mm, quartz, Spectacular ultramarine 4320K



# DIAMASTER

A stylish and elegant version of Rado's ultra-durable watches, the DiaMaster family draws its inspiration from classic old-school simplicity. Characterised by large open dials for easy readability, and an unobscured view, this collection, crafted in plasma high-tech ceramic or Ceramos™ is delightfully diverse.



- 1 | **R14138206** Ø 43 mm, automatic, power reserve
- 2 | **R14053106** Ø 43 mm, automatic, COSC Chronometer
- 3 | **R14068026** Ø 40 mm, automatic, Ceramos™
- 4 | **R14068206** Ø 40 mm, automatic, Ceramos™
- 5 | **R14067036** Ø 40 mm, automatic, Ceramos™
- 6 | **R14068016** Ø 40 mm, automatic, Ceramos™



# DIAMASTER LADIES

Beautiful and embellished open dials in a variety of colours while keeping a clean and clear design, the DiaMaster ladies offers some of the most feminine Rado pieces. You can expect subtle details, scratch resistance, lightness, and the wearer comfort of high-tech plasma ceramic.



- 1 | **R14056955** Ø 35 mm, automatic, 71 diamonds Top Wesselton
- 2 | **R14056935** Ø 35 mm, automatic, 71 diamonds Top Wesselton
- 3 | **R14058905** Ø 35 mm, automatic, 65 diamonds Top Wesselton, limited edition
- 4 | **R14064715** Ø 33 mm, quartz, 49 diamonds Top Wesselton
- 5 | **R14055905** Ø 35 mm, quartz, 21 diamonds Top Wesselton, moon phase
- 6 | **R14055935** Ø 35 mm, quartz, 21 diamonds Top Wesselton, moon phase



# CLASSIC

These watches stand the test of time.  
We present: our highly sophisticated – and  
extremely durable – classics.

## Feel **it!**



Centrix Open Heart.  
Photo: Laura Evrat Photography



# CENTRIX 38 mm

The Centrix is one of the secret stars of our collection. With its wide range of sizes, colour combinations, and quartz and automatic movements, it makes friends all around the world. Scratch resistant sapphire crystal shows it off stylishly and provides the best view of its well-balanced dial design.



- 1 | **R30178152** Ø 38 mm, automatic
- 2 | **R30181312** Ø 38 mm, automatic
- 3 | **R30036752** Ø 38 mm, automatic, 12 diamonds Top Wesselton
- 4 | **R30036762** Ø 38 mm, automatic, 12 diamonds Top Wesselton
- 5 | **R30010202** Ø 38 mm, automatic
- 6 | **R30010312** Ø 38 mm, automatic
- 7 | **R30941752** Ø 38 mm, automatic, 12 diamonds Top Wesselton
- 8 | **R30035712** Ø 38 mm, automatic, 8 diamonds Top Wesselton



# CENTRIX LADIES

These ladies' watches are the ideal companions – both everyday and on special occasions. Finely cut diamonds provide a precious shine and sparkling reflections. They are combined with rose gold-coloured accents, gentle curves and smooth surfaces. An everyday delight!



- 1 | **R30248902** Ø 33 mm, automatic, 12 diamonds Top Wesselton
- 2 | **R30248712** Ø 33 mm, automatic, 12 diamonds Top Wesselton
- 3 | **R30183762** Ø 28 mm, automatic, 12 diamonds Top Wesselton
- 4 | **R30183752** Ø 28 mm, automatic, 12 diamonds Top Wesselton
- 5 | **R30936732** Ø 28 mm, quartz, 72 diamonds Top Wesselton
- 6 | **R30186912** Ø 23 mm, quartz, 12 diamonds Top Wesselton
- 7 | **R30190702** Ø 23 mm, quartz, 12 diamonds Top Wesselton
- 8 | **R30189712** Ø 23 mm, quartz, 4 diamonds Top Wesselton



# CENTRIX QUARTZ

The Centrix Quartz makes time for the essentials: a puristic design in classic black with long, slim hands and metallic contrasts, coupled with the unwavering precision of a high-quality Swiss quartz watch movement. The result? A timepiece that is as reliable as it is stylish and draws all eyes to it.



- 1 | **R30934712** Ø 38 mm, quartz, 4 diamonds Top Wesselton
- 2 | **R30929712** Ø 38 mm, quartz, 4 diamonds Top Wesselton
- 3 | **R30554712** Ø 38 mm, quartz, 4 diamonds Top Wesselton
- 4 | **R30130152** Ø 40 mm, quartz, chronograph
- 5 | **R30134162** Ø 40 mm, quartz, chronograph



# COUPOLE CLASSIC

The Coupole Classic is our interpretation of a classic wristwatch. Round housing, long hands and clean lines meet our scratch resistant sapphire crystal, which offers optimum readability and ultimate protection.



- 1 | R22911205 Ø42 mm, quartz, chronograph
- 2 | R22910153 Ø42 mm, quartz, chronograph
- 3 | R22895215 Ø41 mm, automatic
- 4 | R22894023 Ø41 mm, automatic
- 5 | R22895025 Ø41 mm, automatic
- 6 | R22895165 Ø41 mm, automatic
- 7 | R22877025 Ø41 mm, automatic
- 8 | R22876015 Ø41 mm, automatic
- 9 | R22861115 Ø38 mm, automatic



# COUPOLE CLASSIC LADIES

Whether moon phases, diamonds or mother of pearl: each of these watches stands out with sophisticated details and high-quality materials. As classic, elegant ladies' models in our collection, they impress with their timeless beauty and an extremely delicate format.



- 1 | **R22884963** Ø 34mm, quartz, 28 diamonds Top Wesselton, moon phase
- 2 | **R22883923** Ø 34mm, quartz, 12 diamonds Top Wesselton, moon phase
- 3 | **R22882903** Ø 34mm, quartz, 84 diamonds Top Wesselton, moon phase
- 4 | **R22883915** Ø 34mm, quartz, moon phase
- 5 | **R22896924** Ø 27 mm, quartz, 78 diamonds Top Wesselton
- 6 | **R22897923** Ø 27 mm, quartz, 12 diamonds Top Wesselton
- 7 | **R22897943** Ø 27 mm, quartz
- 8 | **R22897903** Ø 27 mm, quartz, 12 diamonds Top Wesselton
- 9 | **R22865765** Ø 32 mm, automatic, 8 diamonds Top Wesselton



# INTEGRAL

As the name suggests, this famous angular watch is an integral part of our identity. It marked the premiere of high-tech ceramic at Rado in 1986. Since then, the Integral has been gently updated and adapted to meet the demands of today. Yet its unmistakable design continues to impress watch lovers around the globe.



- 1 | **R20204712** 31 x 41 mm, quartz, 4 diamonds Top Wesselton
- 2 | **R20204162** 31 x 41 mm, quartz
- 3 | **R20207712** 31 x 41 mm, quartz, 4 diamonds Top Wesselton
- 4 | **R20206712** 31 x 41 mm, quartz, 4 diamonds Top Wesselton
- 5 | **R20845712** 23 x 33 mm, quartz, 4 diamonds Top Wesselton
- 6 | **R20845162** 23 x 33 mm, quartz
- 7 | **R20612712** 23 x 33 mm, quartz, 4 diamonds Top Wesselton
- 8 | **R20613712** 23 x 33 mm, quartz, 4 diamonds Top Wesselton



# ICONS

These models link the past to the future of Rado. Their visionary designs and groundbreaking technologies are among the milestones in our history. Today, we are continuing to write their success story.

Feel **it!**



Black Beetle.  
Photo: Jorge Zapata on Unsplash.com



# NEW ORIGINAL

The Original picks up on the irresistible, timeless charm of a real Rado legend. We revolutionised watchmaking in 1962 with the scratch resistant DiaStar. The Original has already been its legitimate successor for many years: confident, durable, and with the same unmistakable curves, it celebrates the originality of a truly groundbreaking development.



- 1 | R12637163 Ø 38 mm, automatic
- 2 | R12995153 Ø 38 mm, automatic
- 3 | R12999253 Ø 38 mm, automatic
- 4 | R12999153 Ø 38 mm, automatic
- 5 | R12995203 Ø 38 mm, automatic
- 6 | R12995103 Ø 38 mm, automatic
- 7 | R12638173 Ø 38 mm, quartz, chronograph
- 8 | R12949153 Ø 38 mm, quartz, chronograph



# GOLDEN HORSE

The Golden Horse was the first collection launched under the Rado brand name in 1957. Both then and now, it is presented as a bold design statement with magnificent coloured dials – a watch that perfectly meets the demands of its time.



- 1 | **R33930153** Ø 37 mm, automatic
- 2 | **R33930355** Ø 37 mm, automatic
- 3 | **R33930203** Ø 37 mm, automatic
- 4 | **R33930313** Ø 37 mm, automatic



# HYPERCHROME CLASSIC 42mm

The HyperChrome Classic is the modern interpretation of historic Rado creations. With a timelessly elegant design and innovative materials such as high-tech plasma ceramic or Ceramos™ in the bezel, these timepieces combine the past, present and future of the brand in an extremely attractive way.



- 1 | **R33100013** Ø 42 mm, automatic
- 2 | **R33101203** Ø 42 mm, automatic
- 3 | **R33100703** Ø 42 mm, automatic, 12 diamonds Top Wesselton
- 4 | **R33101713** Ø 42 mm, automatic, 12 diamonds Top Wesselton



# HYPERCHROME CLASSIC 35 mm

The extremely versatile HyperChrome Classic also cuts a fine figure with a slender 35 mm diameter. With its comfortable stainless steel bracelet, the innovative high-tech plasma ceramic or Ceramos™ bezel over its finely crafted dial; it looks perfect on both male and female wrists.

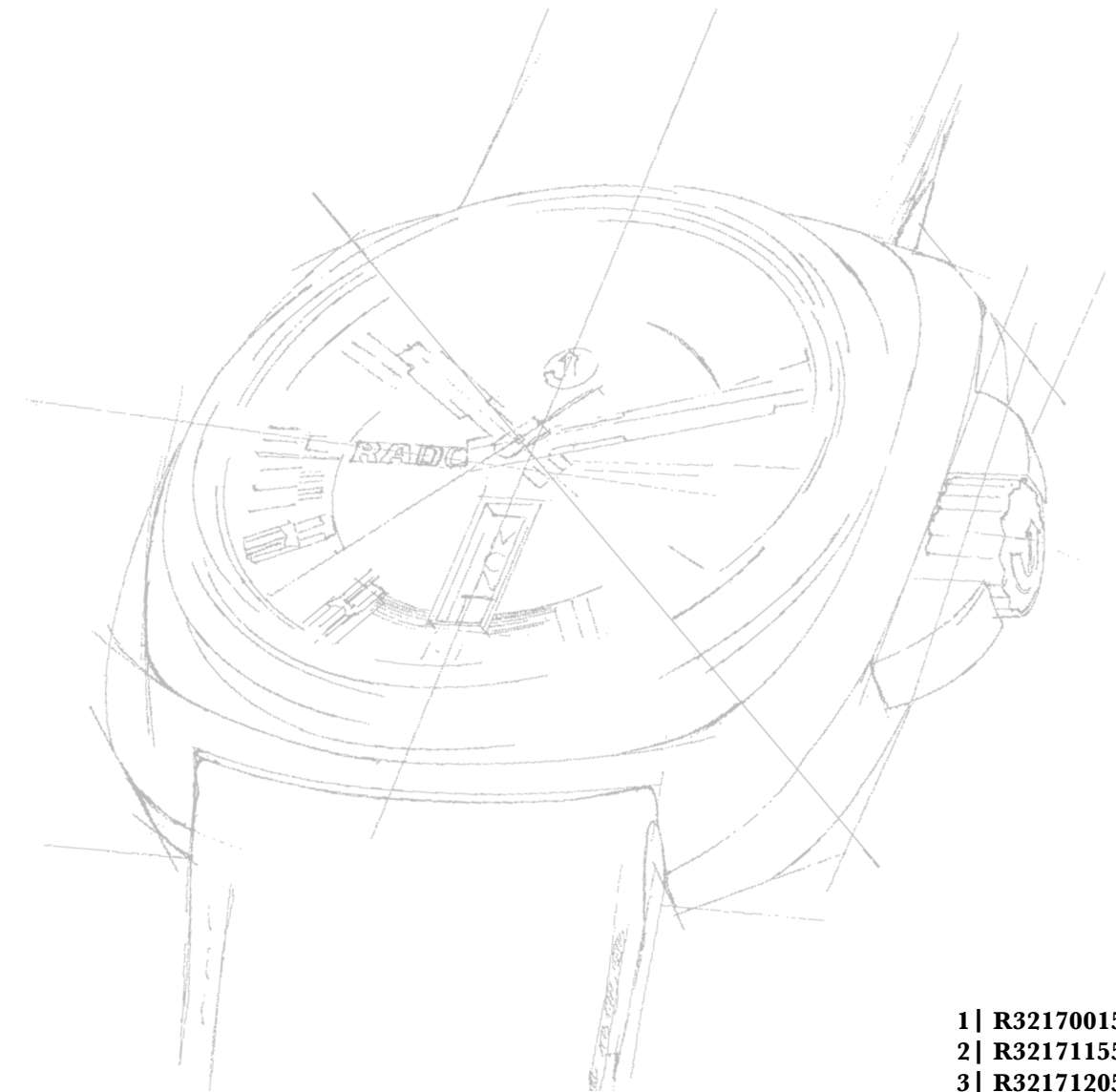


- 1 | **R33103314** Ø 35 mm, automatic
- 2 | **R33102103** Ø 35 mm, automatic
- 3 | **R33102703** Ø 35 mm, automatic, 12 diamonds Top Wesselton
- 4 | **R33103713** Ø 35 mm, automatic, 12 diamonds Top Wesselton
- 5 | **R33102903** Ø 35 mm, automatic, 12 diamonds Top Wesselton
- 6 | **R33099918** Ø 35 mm, quartz, 60 diamonds Top Wesselton
- 7 | **R33104918** Ø 35 mm, quartz



# HYPERCHROME 1616

Round or angular? Vintage or modern? Both!  
The HyperChrome 1616 harmoniously combines  
apparent opposites, thus becoming a true style  
statement. Modern materials and a touch  
of retro style make it a perfect companion,  
whatever the occasion.



- 1 | **R32170015** Ø 46 mm, automatic
- 2 | **R32171155** Ø 46 mm, automatic
- 3 | **R32171205** Ø 46 mm, automatic



# CERAMICA

The legendary Rado Ceramica has been reinterpreted with a contemporary look for the wearers of today. With its clean lines and gently curved silhouette, it draws all eyes to your wrist – and impresses with its lightweight, scratch resistance and the utmost comfort.



- 1 | **R21807702** 30x42 mm, automatic, 12 diamonds Top Wesselton
- 2 | **R21807182** 30x42 mm, automatic
- 3 | **R21700172** 30x42 mm, quartz
- 4 | **R21700702** 30x42 mm, quartz, 4 diamonds Top Wesselton
- 5 | **R21700722** 30x42 mm, quartz, 4 diamonds Top Wesselton
- 6 | **R21702702** 23x32 mm, quartz, 4 diamonds Top Wesselton
- 7 | **R21702722** 23x32 mm, quartz, 4 diamonds Top Wesselton



# COLLECTION OVERVIEW





CAPTAIN COOK CERAMIC



CAPTAIN COOK BRONZE



CAPTAIN COOK 42



CAPTAIN COOK 37



HYPERCHROME CHRONO



HYPERCHROME GENTS



HYPERCHROME LADIES





TRUE SQUARE



TRUE SQUARE LADIES



TRUE SQUARE DESIGNER



TRUE SECRET



TRUE OPEN HEART



TRUE



TRUE THINLINE



TRUE THINLINE



TRUE THINLINE STILLNESS



TRUE THINLINE LE CORBUSIER



DIAMASTER



DIAMASTER LADIES



CENTRIX



CENTRIX LADIES





## CENTRIX QUARTZ



## COUPOLE CLASSIC



## COUPOLE CLASSIC LADIES



## INTEGRAL



## NEW ORIGINAL



## GOLDEN HORSE



## HYPERCHROME CLASSIC 42





HYPERCHROME CLASSIC 35



1|  
R33103314

2|  
R33102103

3|  
R33102703

4|  
R33103713

5|  
R33102903

6|  
R33099918

7|  
R33104918

HYPERCHROME 1616



1|  
R32170015

2|  
R32171155

3|  
R32171205

CERAMICA



1|  
R21807702

2|  
R21807182

3|  
R21700172

4|  
R21700702

5|  
R21700722

6|  
R21702702

7|  
R21702722



**RADO**  
S W I T Z E R L A N D

MASTER OF MATERIALS

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