

HERITAGE



## MILESTONES

Rado has been making waves in the world of watch design since 1957. These are our milestones.

By Anders Modig



**1957 Rado Golden Horse**

The first watch collection under the Rado brand name. With the new name the global market could be approached with a functional, water-resistant stainless steel model; a well-designed watch with an accessible price tag.



**1986 Rado Integral**

The first Rado watch to use high-tech ceramic on the bracelet and an invisibly affixed metallised sapphire crystal. The flamboyant bracelet made the watch a 1980s style statement that communicates so much more than just the time.



**2002 Rado V10K**

The case of what was touted as the world's hardest watch is covered with a high-gloss layer of synthetic nanocrystalline diamond coating to achieve a hardness of 10,000 Vickers. This atypical design with the case horizontally subdivided into three parts shows no visible crown and sports a black rubber strap.



**2012 Rado HyperChrome**

The complex monobloc case of the HyperChrome represents a breakthrough in technology as well as a step forward in design. Lightweight, extremely comfortable and eye-catching, it also introduces more time-keeping instruments onto the dial.



**1962 Rado DiaStar 1**

During the height of the Cold War came the DiaStar 1, marketed as the world's first scratch-resistant watch, a revolution in watchmaking history. A tungsten carbide (hardmetal) case and sapphire crystal production methods were pioneered to achieve an instantly recognizable watch with a wide bezel that could withstand the most extreme situations and still come out looking new.



**1990 Rado Ceramica**

The first Rado watch to use black high-tech ceramic for the case and the bracelet, which together form a single unit. This minimalist design icon, which evokes modernity, was redesigned in 2016 by Konstantin Grcic.



**2009 Rado r5.5**

Designed by Jasper Morrison, the case of the r5.5 features Rado's first ever use of bracelet attachments with concave surfaces. The bracelet is flexible only up to a point, becoming rigid when fastened around the wrist, thus underlining its urban, industrial feel. The name is taken from the 5.5 mm corner radius of the case.



**2013 Rado Essenza Ceramic Touch**

Rado's first high-tech ceramic watch to use touch technology. Crownless, the watch is set using touch alone.



**1966 Rado Manhattan**

A striking example of 60s design in an oversized rectangular case with water-resistant properties that were exceptional for their time.



**1991 Rado Coupole**

Another Rado first: white high-tech ceramic, which to this day is a central material in the Rado collections.



**2014 Rado Hyperchrome Ceramic Touch Dual Timer**

Rado's first high-tech ceramic touch watch with two time zones was also the first Rado timepiece made using cool grey high-tech ceramic.



**1976 Rado Dia 67 Glissière**

The scratch-resistant watch with a case entirely covered by an edge-to-edge metalised sapphire crystal marks Rado's first but definite step towards eliminating non-essential functions, overly complex forms and ornaments; a forerunner of Rado's minimalist watches. Note the bracelet integration into the case.



**1993 Rado Sintra**

This is the first Rado watch to use a titanium carbide-based composite, which combines lightness, hardness and stiffness at the same time. This innovation expanded the colour palette of Rado watches but had no other perceptible impact on the minimalist design.



**2011 Rado D-Star**

The D-Star is an updated design of the legendary DiaStar 1 with a wider opening and monobloc case, created with younger urbanites in mind. The D-Star is the first watch in Ceramos™, a titanium carbide-based composite and injectable ceramic, which paved the way for unprecedented designs and taut lines.



**2015 Rado Hyperchrome Brown Ceramic**

Rado brings a new colour to the world of high-tech ceramic: chocolate brown, which provides an exclusive design touch, especially when combined with rose gold indexes and hands.



**1981 Rado Anatom**

Rado's first ergonomically curved watch with a domed sapphire crystal. Tying in with the ergonomic design trend of the times, the hardmetal of the Anatom embraces the wrist with anatomical perfection. The starkly contrasting gold and black bracelet was made possible with a new chemical vapour deposition technique.



**1998 Rado Ceramica**

The first Rado timepiece in plasma high-tech ceramic. White ceramic is transformed through a plasma carburising process. The ceramic then takes on a unique warm metallic shine without the use of metal.



**2011 Rado True Thinline**

Rado's thinnest ceramic watch has a thickness of less than 5 millimetres for the quartz models. The first Rado watch with a ceramic monobloc case, it corresponds with the archetypical shape of a wristwatch: a round dial based on the circular movement of the hands and a straight bracelet.



**2016 Rado HyperChrome 1616**

The HyperChrome 1616 combines a design of the past – the 1970s TV-shaped Cape Horn – with modern materials and a contemporary size of 46 millimetres. The case is made of a new, exclusive type of hardened titanium. ©