

DESIGN **TIMELINE**

1917
Founding of component and
movement maker Schlup & Co.



1957
Green Horse collection signifies the
start of Rado as a brand



1966
Rado Manhattan, a rectangular
lifestyle watch



1973
Introduction of the gold-coloured
bestseller DiaStar 13



1990
Ceramica – Rado's first
all-ceramic watch



2002
V10K, touted as the world's
hardest watch



2011
Start of injection moulded
monobloc cases



2016
Konstantin Grcic redesigns
the Ceramica



1928
Registration of the name Rado



1962
Rado DiaStar 1, boldly marketed as the
world's first scratch-resistant watch



1967
Captain Cook – a sporty diving watch



1987
25 years of DiaStar success



1993
Sintra introduces organic all-ceramic
shapes



2009
Rado r5.5 designed by Jasper Morrison



2012
Return of chunky watches:
Rado HyperChrome



2017
Six collaborations with international
designers using Rado True as a canvas

