



**FEEL IT**

**DISCOVER THE NEW CAPTAIN COOK  
HIGH-TECH CERAMIC!**

**RADO**  
SWITZERLAND

MASTER OF MATERIALS





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

MASTER OF MATERIALS





I have the great pleasure, to announce the next chapter in the success story of the Rado Captain Cook. The journey started in 1962 with the launch of the original Captain Cook 37 mm. In 2017, the iconic look was re-launched and hit the nerve of time with the renewed worldwide interest in vintage-style diving watches. As the Master of Materials, we did not stop there but continued to develop the product with the launch of the 42 mm steel version in 2019, and the re-interpretation in Bronze in 2020. It is therefore a logical next step to produce this very iconic timepiece in high-tech ceramic, which perfectly combines the Rado past with the present.

We have once again relied on Li Edelkoort's sense of style and trend, and asked her to interpret our beautiful watches for you on the following pages. For this, she has chosen a region in France that she knows particularly well – the rough coasts of Normandy, France.

The new Captain Cook High-Tech Ceramic is not just another high-tech ceramic watch; it features not one or two but a variety of exciting new attributes such as the visible movement under its black tinted sapphire dial and case back, the high-tech ceramic monobloc case and bracelet with a rubber strap option, and a movement with 80 hours power reserve with an antimagnetic Nivachron™ hairspring, to name only a few characteristics. It is pure Rado DNA.

I invite you to discover the latest Rado innovation in Swiss watchmaking.

Adrian Bosshard  
Rado CEO





# EXPLORING NATURE

Today more than ever, escaping into the great outdoors is a luxury we all crave. Reconnecting with nature to experience the joy of life, appreciating and savouring it while also allowing time for introspection and self-exploration. As if on a quest or personal pilgrimage, we retrace long trodden paths that have been forged over centuries in forests, fields and slopes. Endurance and stamina are tested along the way, fortifying the intuition's compass and leading to higher goals. From the tranquillity of hiking to the adrenalin of climbing, such deeply felt moments have become the quintessence of freedom.

Just like the changing seasons, people are forever evolving. Modern men have developed compassionate souls; they are able to balance the sensitivity of being good fathers or partners along with the more traditional definitions of manhood. Indeed, men have switched positions with women as the prime fashion and luxury audience: from their love of grooming products to their interest in accessories, from their appreciation of tailoring to a sensorial understanding of heritage materials; globally, men's tastes are more sophisticated than ever before. Empathy is the new sexy, and their style mixes poetic licence with an adventurous spirit. A softer, less assertive mind-set that leads to the liberation of behavioural rules and dress codes alike.

This hybrid approach to masculinity is reflected in garments where the borders between formal and casual blur and where outdoor styles are used within an urban context. Natural fibres blend with technical materials, knits are combined with woven, vintage meets modernism, and classics merge with active wear. Tinted in stone, khaki and clay,



simple garments camouflage into the landscape's natural neutrals, foliage greens and rocky greys. Precise details elevate fashion into becoming special and unique; from fine fabrications and sturdy rivets to striped piping, tucks and inlays. Emblazoned with a go get'em attitude, outgoing men roll up their sleeves, cuff their trousers and flip on a cap before hitting the road, mountain or tide.

Rado's latest automatic timepieces emerge at the confluence of these active lifestyles; be it the contemporary aviator, soldier or navigator. Captain Cook watches are reinvented in black and plasma high-tech ceramic, outlined by a hardened stainless steel or rose gold coloured PVD coated stainless steel turning bezel with a high-tech ceramic insert. The black tinted sapphire crystal dial discreetly reveals the skeletonised movement, embodying reliability and temporality, strength and harmony; all the while incorporating high-tech ceramics and sapphire crystal. From the beach shore to the rolling cliff, these water resistant watches, equipped with a three-link high-tech ceramic bracelet or rubber strap, are built to weather the storm of whatever the future brings.

Lidewij Edelkoort  
Étretat, Côte d'Albâtre, Normandy, France



**DISCOVER AND FEEL THE RADO  
HIGH-TECH CERAMIC DIFFERENCE!**



# PRODUCT HIGHLIGHTS

## 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 black with black tinted sapphire crystal
- Water resistant to 30 bar (300m)







The Captain Cook High-Tech Ceramic is  
Rado's DNA in its purest form





R32127162

**Captain Cook High-Tech Ceramic**

Ø 43mm



A mechanical masterpiece that needs to  
be felt





Lightness, scratch resistance and wearer comfort at its fullest



R32127152

**Captain Cook High-Tech Ceramic**

Ø 43mm



All the good looks, with the best  
mechanical workings





Features a stunning skeletonised dial displaying its inner mechanical workings

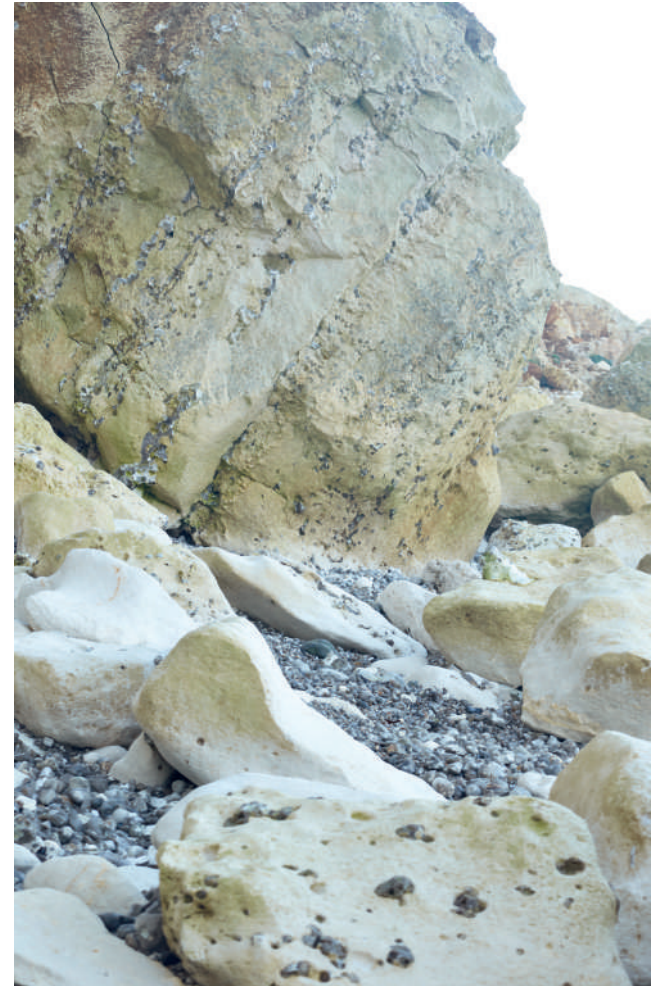




R32128202

**Captain Cook High-Tech Ceramic**

Ø 43mm



Your high-tech ceramic partner for outdoor  
and urban adventures





All of Rado's DNA in one timepiece



R32127156  
**Captain Cook High-Tech Ceramic**  
Ø 43mm



Not your regular adventure partner, meet  
the new Captain Cook High-Tech Ceramic







# PRODUCT GLOSSARY

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R32127162

## **Captain Cook High-Tech Ceramic**

- High-tech ceramic case
- Box-shaped sapphire crystal
- Rose-gold coloured PVD coated stainless steel turning bezel with polished black high-tech ceramic insert
- Rado calibre R734, 80 hours power reserve, antimagnetic Nivachron™ hairspring
- Water resistant to 30 bar (300m)
- High-tech ceramic bracelet
- Ø 43mm



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R32127152

## **Captain Cook High-Tech Ceramic**

- High-tech ceramic case
- Box-shaped sapphire crystal
- Hardened stainless steel turning bezel with polished black high-tech ceramic insert
- Rado calibre R734, 80 hours power reserve, antimagnetic Nivachron™ hairspring
- Water resistant to 30 bar (300m)
- High-tech ceramic bracelet
- Ø 43mm



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R32128202

## **Captain Cook High-Tech Ceramic**

- Plasma high-tech ceramic case
- Box-shaped sapphire crystal
- Hardened stainless steel turning bezel with polished blue high-tech ceramic insert
- Rado calibre R734, 80 hours power reserve, antimagnetic Nivachron™ hairspring
- Water resistant to 30 bar (300m)
- Plasma high-tech ceramic bracelet
- Ø 43mm



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R32127156

## **Captain Cook High-Tech Ceramic**

- High-tech ceramic case
- Box-shaped sapphire crystal
- Hardened stainless steel turning bezel with polished black high-tech ceramic insert
- Rado calibre R734, 80 hours power reserve, antimagnetic Nivachron™ hairspring
- Water resistant to 30 bar (300m)
- Black rubber strap
- Ø 43mm





## ABOUT LIDEWIJ EDELKOORT, TREND UNION

Lidewij Edelkoort is one of the world's most famous trend forecasters. With Trend Union, her Paris-based company with offices in New York and Tokyo, Edelkoort creates trend books two or more years in advance that are used by strategists and designers at international brands. In 2015 Lidewij Edelkoort was named Dean of Hybrid Design Studies at the New School's Parsons School of Design in New York, where she in parallel initiated the very first New York Textile Month.



Étretat, Côte d'Albâtre, Normandy, France

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