Who started Rotary?

The company was founded in 1895 by Moise Dreyfuss in the Swiss town of La Chaux-de-Fonds.

Moise was dedicated to creating beautiful watches with timeless elegance.

His attention to detail and insistence on first class personal service ensured the business grew very quickly. Within 12 years of the founding of the company ,success led to the opening of a UK office.

Rotary is still owned by the Dreyfuss family through Dreyfuss Group Holdings and, with Robert Dreyfuss at the helm, the 4th generation of the founding family, Rotary Watches is the oldest family-owned and run Swiss watchmaker.



Moise Dreyfuss and family



La Chaux de Fonds, Switzerland





Moise Dreyfuss – Founder of Rotary Watches



Robert Dreyfuss – Chairman of The Dreyfuss Group

Brief History of Rotary

1895: Rotary was founded in La Chaux de Fonds

Rotary watches began life back in 1895 in a small town in Switzerland Le Chaux-de-fonds. In this year, founder Moise Dreyfuss turned his passion for watch making into a successful business; offering timepieces of excellent value and quality.

1905: Rotary set up the UK branch in Hatton Gardens, London.

Moise employed his 2 brothers, Georges and Sylvain Dreyfuss, and together they soon saw the opportunity to export the company's watches to foreign markets. The first market was the UK this would be the beginning of Rotary Watches global expansion.

1925: Creation of the winged wheel logo

The company continued to grow and introduced what is now an iconic logo for the Rotary division of Dreyfuss Group.







Established in Switzerland 1895

1940: Official supplier to the British Army

Rotary Watches proudly supplied timepieces to members of the British Army during WWII. The watches were referred to as "Reliable Rotary's"; known for their accuracy and ability to aid in aviation navigation.



1987: 4th Generation of the founding family takes over

Robert Dreyfuss takes over as head of the company and continues to successfully drive the family business forward into the present.



2009: Set up of the Middle East subsidiary

Rotary watches continues to expand internationally and settles into a new region.

2011: Rotary Official Timekeeper Sponsor of the Clipper Round the World Yacht Race

450 Individuals from around the world will participate in an international series of yacht races, circumnavigating the globe. Rotary Aquaspeed is proud to be the official time keeper and fleet sponsor as well as to have two competitors as brand ambassadors for the next year. www.rotarywatches.com/en/about/sponsorship





Brand Values

When the company was first established in 1895 there was one key ethic in mind, namely to create an offering which represented exceptional quality and value for money, without compromising on design and aesthetics. Rotary feel very proud to say that this remains the ethos to this day and lies at the very heart of all design initiatives in the company.

Thanks to our outstanding Swiss family watch making heritage and the fact that our watches are waterproof, we are proud to apply a lifetime guarantee on all Rotary watches. Each model is presented with a card-sized guarantee that can be registered by simply logging on to the Rotary watches consumer website (www.rotarywatches.com) to record the watch and owner details.

This unrivalled lifetime guarantee offers consumers further proof and assurance that by investing in one of the Rotary brands, you are taking ownership of a timeless piece that will offer the wearer continuous reliability and appeal.

In order for you to enjoy this new lifetime guarantee, all you need to do is send your watch back to a Rotary agent for a chargeable service every 3 years and ensure that you provide a till receipt as proof of purchase when you send the watch back.



Rotary has also put an end to the confusion surrounding measures of water resistance with its new waterproof standard. Offering peace of mind that you can "swim and dive all day" whilst wearing your timepiece, this new initiative resolves the uncertainty facing many consumers once and for all.

Traditionally a feature only associated with more robust sports watches, the innovative waterproof standard has been applied to even the most delicate dress watches resulting in almost the entire Rotary range being declared impervious to water. The watches have been subjected to rigorous stress testing including exposure to boiling water and the hot wash cycle in a washing machine.

All waterproof Rotary watches are suitable for water-based activities such as swimming, shallow-diving and yachting. However, for many, the greatest





advantage is that you will no longer need to remove your timepiece prior to showering, bathing, relaxing in a steam room or even washing the car.

The waterproof standard will apply to most of the Rotary collection, including the diamond set models, with the only exception of the precious metal pieces and the Revelation collections.



Rotary Today

Rotary timepieces are now sold in over 35 countries throughout the world. Rotary specialises in designing affordably stylish timepieces, blending the 'old with the new' and the 'contemporary with the classic' to achieve a distinctive range of watches.

For over a century, Rotary Watches has specialized in designing affordably stylish timepieces.

The current collection of stunning watch designs from Rotary is no exception.



