



## PRESS RELEASE

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To mark the launch of its new ICONS collection, WATCHFID is delighted to present its two first books dedicated to Rolex's legendary chronograph: the Cosmograph Daytona.

### THE WATCHFID REFERENCE WATCH BOOKS

Designed to guide both connoisseurs and novices alike, the watch books published by Anthony Marquié and Grégoire Rossier have been an undeniable success since the first publication: MOONWATCH ONLY in 2014. Watch collectors have praised the original and rigorous methodology, derived from the authors' scientific training, used to describe and analyze the models evolution over time. Since then, the authors, who also co-founded WATCHFID in 2020, have published three distinct book formats, grouped together in three collections:

- The **“ONLY”** Collection (MOONWATCH ONLY, FLIGHTMASTER ONLY, CHRONOMASTER ONLY) includes exhaustive and technical guides dedicated to the evolution of a specific model from its launch by the brand to the present day, and are destined to become absolute reference works for anyone wishing to study, acquire or collect the model in question.
- The **“STORY”** Collection (A MOON WATCH STORY, NAVITIMER STORY) is aimed at a wider audience: these books are more narrative, telling the story of a model, outlining its development and illustrating the main developments in its production.
- The books in the new **“ICONS”** Collection (ROLEX COSMOGRAPH DAYTONA, VOL. 1 & 2) are dedicated to iconic models and adopt the analysis and research methodology of the **“ONLY”** collection. Their presentation format, however, is simpler and less technical.



## THE ROLEX COSMOGRAPH DAYTONA PROJECT

The idea of publishing a book dedicated to the Rolex Daytona goes back several years. More than a decade ago, our passion for watches – and notably for chronographs – led us to write our first watch reference book on the Omega Speedmaster, MOONWATCH ONLY. This same passion was naturally bound to propel us towards this new project, although for a long time, we were hesitant to embark on this adventure.

Very few watches are as famous as the Rolex Daytona. While this now seems self-evident, this was not always the case, as contrary to what one might think, it was not an immediate success. Nonetheless, the Daytona has acquired a reputation over the years that is probably unmatched in the history of modern watchmaking.

This unique recognition makes it one of the most coveted watches in the world today, leading to tremendous speculation – both financial and psychological – among watch collectors and enthusiasts. Configuration variations, starting with the famous “Paul Newman” dials, can lead to extravagant price differences that are often unimaginable to the public at large.

Unfortunately, this also means that unscrupulous market players can be strongly tempted to “manufacture” or “assemble” non-original yet highly financially valuable versions. Many “dubious” examples have thus appeared over the years on a market with constantly rising economic stakes. This phenomenon affects virtually all Daytona models, including some of the most expensive, of which the originality of their conformity has sometimes been debated among renowned experts, albeit without reaching converging conclusions. While it is not up to us to discuss this in our books, it was important to raise the issue.

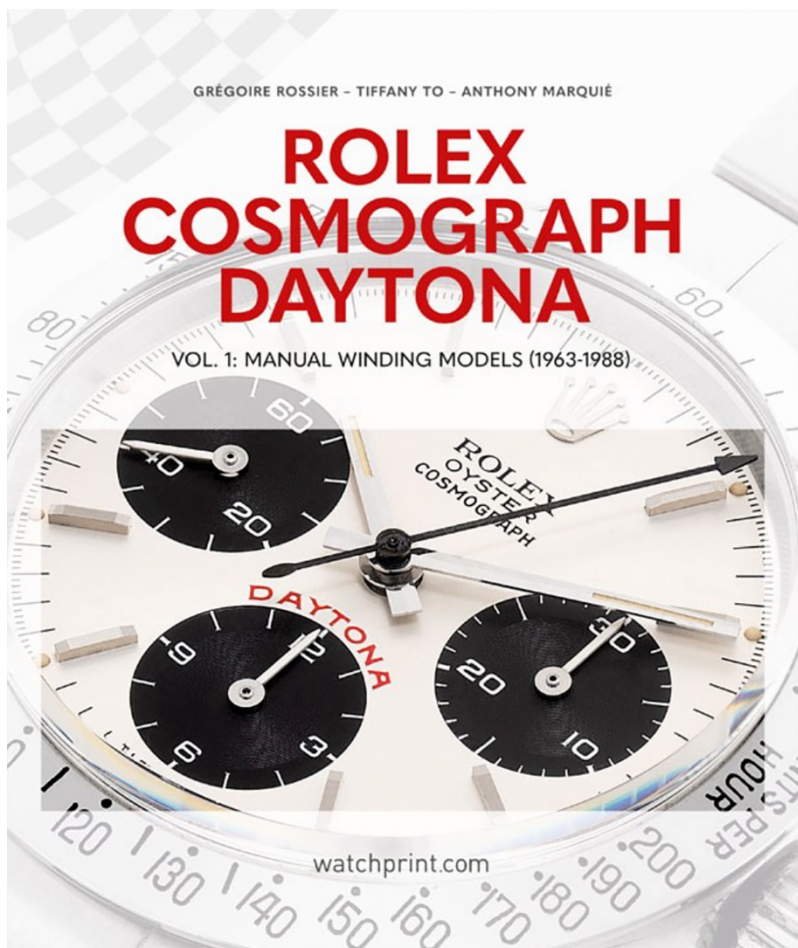
The methodology we use in our publications is always based on the rigorous databases we have built up over the years. Each element of the watch is analyzed, classified and integrated into these bases, according to tried and tested procedures. This methodology serves to determine – with an extremely high level of accuracy – the original configurations of the various references according to production years. This system is nonetheless tough to implement for certain reasons, which notably concern the Daytona. While any attempt to publish an exhaustive work would therefore doubtless be illusory, we have done our utmost to ensure that these new books add real value and shed new light on this watch.

The different versions marketed for 60 years have now been given various names by collectors, who over time have created a rich and sometimes obscure vocabulary: this contributes to the model’s mystery and renown, but perhaps also to a certain apprehension among less informed devotees. In poring over the different chapters of the books, readers will be able to grasp the essential notions of the Daytona world. These will enable them to understand the technical evolutions, to grasp the nuances between the different models, to know the names and nicknames, as well as to appreciate their rarity and value. Similarly, they will be able to identify the main characteristics of the watch’s constituent parts, such as calibers, dials, bezels, and pushers. The overall panorama of the numerous versions will thus become more understandable and coherent.

GRÉGOIRE ROSSIER - TIFFANY TO - ANTHONY MARQUIÉ

# ROLEX COSMOGRAPH DAYTONA

VOL. 1: MANUAL WINDING MODELS (1963-1988)

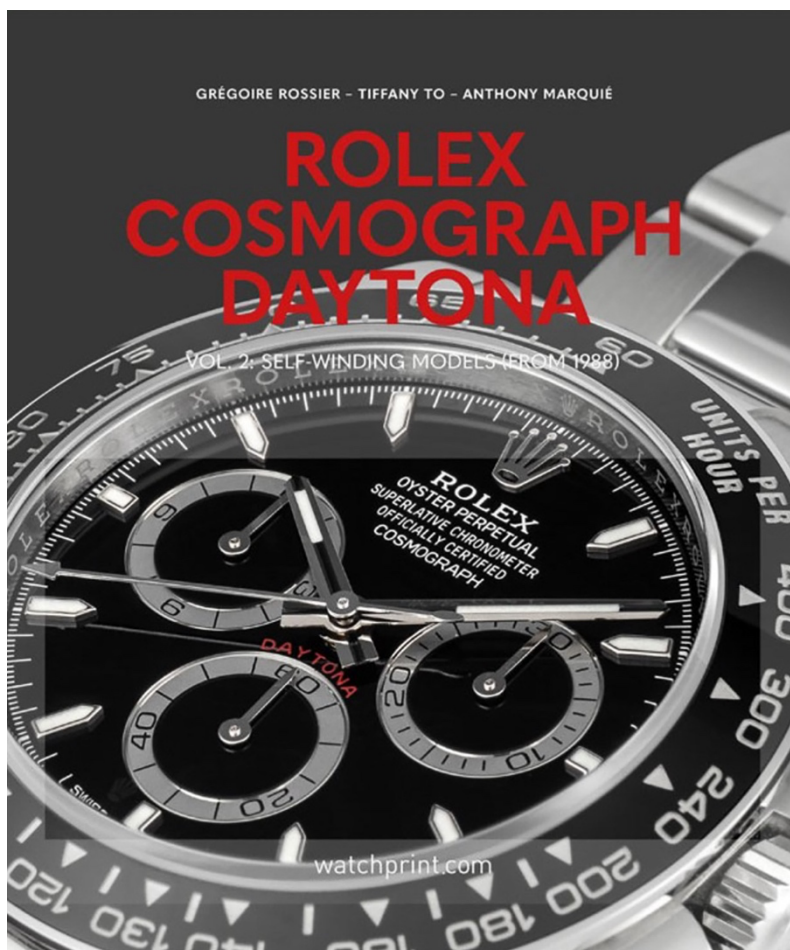


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GRÉGOIRE ROSSIER - TIFFANY TO - ANTHONY MARQUIÉ

# ROLEX COSMOGRAPH DAYTONA

VOL. 2: SELF-WINDING MODELS (FROM 1988)



watchprint.com

## ROLEX COSMOGRAPH DAYTONA, VOL. 1

Cosmograph Daytona... a legendary name among watch aficionados, one that conjures up montages of speed, engines and sound, but also synonymous with prestige and admiration. The origin of the myth is linked to a city in Florida, named Daytona Beach, famous for its sea-side motorcycle and car races. In 1959, the Daytona 500 race was born and three years later, Rolex was appointed official timekeeper of the Daytona International Speedway – heralding the story of the legendary Cosmograph Daytona. The chronograph complication and the history of Rolex have always been inextricably linked. Rolex's first foray into measuring time began already in the 1930s with the Manufacture's very first Oyster chronograph model. In 1963, Rolex launched the Cosmograph Daytona, a sports chronograph that has perpetually evolved ever since, reflecting the spirit of the brand that has consistently striven to improve existing technology, always pushing the boundaries of technical feasibility.

*This first volume, dedicated to hand-wound Daytonas produced between 1963 and 1988, is a celebration of its illustrious history shaped by numerous individuals – although if we were to single out just one, it would definitely be Paul Newman.*

ISBN 978-2-940506-53-8 (English Edition) • 978-2-940506-54-5 (French Edition)

288 pages • over 350 ill. • Format: 27,6 x 23,8 cm • Price: € 175 • Available in November 2023

[Buy it here: https://www.watchfid.com/rolex-daytona-vol-1/](https://www.watchfid.com/rolex-daytona-vol-1/)

## ROLEX COSMOGRAPH DAYTONA, VOL. 2

After 25 years, in 1988, Rolex decided to update its star model by equipping it with an automatic caliber that definitively replaced the previous manual-winding movements. It thus became probably one of the most coveted watches in history. Since then, the Cosmograph Daytona has continued to evolve, incorporating a host of technical innovations – from the ever more efficient movement to other components such as the bracelet or the ceramic bezel. It is now available in a much wider range, including versions in several precious metals and/or set with stones. The brand has nonetheless always managed to retain the distinctive DNA that makes the Daytona instantly recognizable.

*After a first volume dedicated to manual-winding models (1963-1988), this second volume is entirely devoted to automatic models (from 1988 to the present day). Together, the two books will provide readers with a comprehensive guide to the entire production history of the most famous chronograph of all time.*

ISBN 978-2-940506-56-9 (English Edition) • 978-2-940506-57-6 (French Edition)

318 pages • over 350 ill. • Format: 27,6 x 23,8 cm • Price: € 175 • Available in October 2024

[Buy it here: https://www.watchfid.com/rolex-daytona-vol-2/](https://www.watchfid.com/rolex-daytona-vol-2/)

## WATCHFID: A SPECIALIZED ADVISORY COMPANY

*“Our aim is simple: to enable everyone to understand the quality of a collector's watch in the simplest, most reliable way possible.”*

*Anthony Marquié*

*“The in-depth research we conduct for our books sets the WATCHFID ecosystem in a unique position.”*

*Grégoire Rossier*

WATCHFID's mission is to create a genuine ecosystem at the service of watch collectors. In a complex and opaque market, the aim is to create a climate of trust by promoting quality, transparency and traceability for collectors' watches.

WATCHFID's concept is based on a number of complementary activities designed to create a naturally virtuous circle:

- in-depth research and knowledge linked to the production of watch books,
- the development of unique watchmaking databases,
- innovative analysis methodologies and processes,
- comprehensive and rigorous expert reports,
- the creation of a secure blockchain digital passport for each watch,
- an online showroom of certified watches,
- customized, personalized advice,
- exchanges between collectors thanks to the Watchfid community.

**For further information and to request an interview with the founders:**

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