

Rolex SA in Personal Accessories (Taiwan)

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Abstracts

Rolex is aiming for higher quality and innovation in its watches. It introduced a newly designed rubber watch strap at Baselworld 2015, although metal straps will never lose their prestige. Also, Rolex announced its Calibre 3255 superlative chronometer, which has unbelievable accuracy. With its constant pursuit of perfection, Rolex never lets consumers down, and its products earn their high reputation.

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