

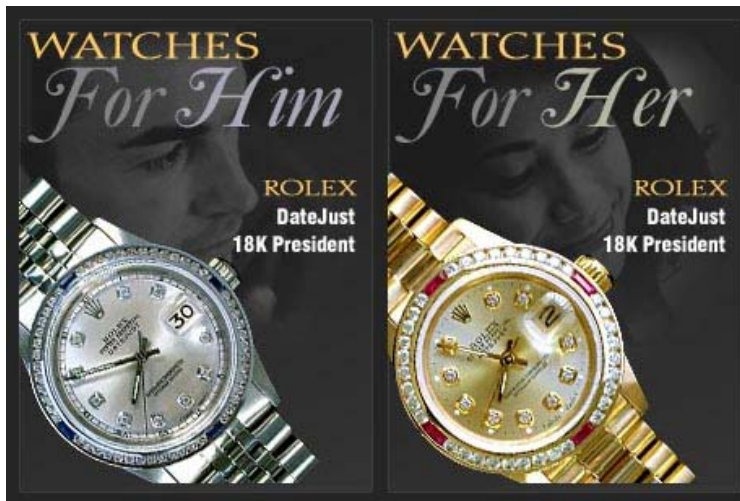
Rolex: Roger Federer, Jessica Simpson, & Cameron Diaz all are now wearing Rolex Watches: Is conservatism the new fashion?



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Press Release Summary: Roger Federer, Jessica Simpson, Cameron Diaz, DJ AM, Justin Timberlake and Jay-Z are all donning Rolex Day Date President watches. Is this a phenomenon or could the economy be spawning a return to a new style of conservatism?

Press Release Body: Los Angeles, CA- [Rolex](#): Roger Federer, a world-famous tennis-star, is obsessed with his Rolex Day Date President at a time where young Hollywood stars have been found sporting newer styles by Cartier, Gucci, and Chanel. Rolex is a much more

conservative brand and the Rolex Day Date President which Federer sports is a watch that has primarily worn by America's CEO'S and presidents, including Eisenhower, Kennedy, Nixon, Ford, and, now, even Barack Obama and John McCain. What about this watch's history is causing so much renewed interest among today's Hollywood elite?

The [Rolex Day Date](#) is also known as the 'President' for a very unique reason. The chairman of Rolex presented President Eisenhower with the Rolex Day Date in 1948 to celebrate the victory over the Nazis in World War II. In 1956 Eisenhower's watch needed a new solid gold bracelet and Rolex delivered to President Eisenhower a new bracelet with a concealed clasp. Soon after, this bracelet became known as the "President" bracelet and the Day Date watch was also nicknamed the "President" watch. Given President Eisenhower's public love for the watch Rolex officially launched the wristwatch for public sale that year, in 1956 and it became a huge hit.

Rolex introduced a new version of the Day-Date this year, 2008. The new Day-Date watch, the Rolex Oyster Perpetual Day-Date II, has a new 41 mm case, larger than the old 36 mm case. It also features a Parachrom-blu hair-spring and Paraflex shock-absorber which makes it more resistant to shock and magnetism. Prestigious and classy, the Rolex Day-Date is available in white-gold, yellow-gold, rose-gold and platinum and are priced at around \$20,000.00 retail or around \$8000 from Preowned Rolex watch retailers such as Melrose Jewelers, <http://www.melrosejewelers.co.uk>

Given Rolex's recent boost in popularity it seems that, once again, America has fallen in love with all items affiliated with the Presidency. Both Barack Obama and John McCain have been seen sporting Rolex watches and as we enter an election period, the Rolex Day Date President may become more popular than ever.

For more about Rolex Watches and fashion current events visit the [Rolex Watch Blog](#) at <http://www.melrosejewelers.co.uk/rolex-watch-blog/>

View a wide selection of [Rolex President watches](#) worn by celebrities and available for sale, visit <http://www.melrosejewelers.co.uk/presidents.htm>

Melrose Jewelers, <http://www.MelroseJewelers.co.uk> , UK's largest online Rolex retailer, is a member of the NAWCC (National Association of Watch Collectors), the MJSA (Manufacturers & Jewelers Association

of America) and the California Sheriff's Association. Melrose Jewelers is not an authorized agent or affiliated with Rolex USA, Rolex S.A., or Rolex International. All Rolex watches offered by Melrose Jewelers are Preowned; no new Rolex watches are available from Melrose Jewelers. Rolex Datejust, Rolex Oyster Perpetual, Rolex Day Date presidential and Rolex Oyster are trademarks of Rolex USA and a list of New Rolex Watch Dealers can be found at the Rolex website. Melrose Jewelers intends to complement the jewelry store offerings of Tiffany's (NYSE: TIF), Zales (NYSE: ZLC), Amazon.co.uk (NASDAQ: AMZN), Blue Nile UK (NASDAQ: NILE), and Signet (Kay Jewelers & Jared The Galleria) (NYSE: SIG) with Rolex wristwatches. Melrose Jewelers has the world's largest information and education section guide about [Rolex watches](#) found here: http://www.melrosejewelers.co.uk/content/rolex_education.htm

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