

Rolex: Paris Hilton Chooses Rolex Over Her Personal Line Of Watches



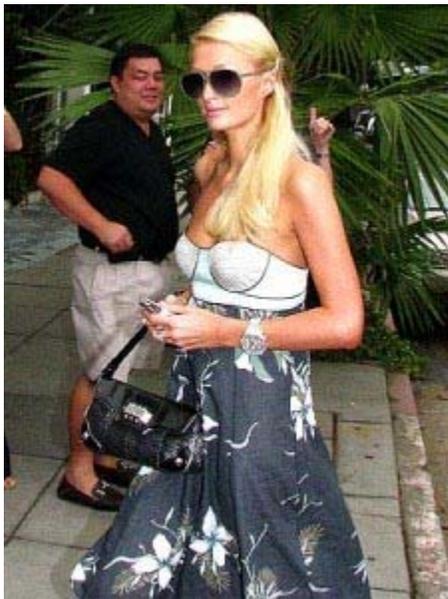
Released on: November 28, 2008, 5:22 am

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Industry: [Media](#)

Press Release Summary: Paris Hilton's new fashion line includes expensive watches but, oddly enough, Paris Hilton still prefers to wear a Rolex President.

Press Release Body: Rolex: **Paris Hilton** chooses to wear a **Rolex** wristwatch from her extensive Rolex collection instead of promoting her own line of expensive wristwatches, **Paris Together**, made in conjunction with watchmaker **Pascal Savoy**.



Although she took initial photos wearing her [watches](#), **Paris Hilton** refuses to wear the wristwatches out on the town. Whether she's in Hollywood or New York City, Paris Hilton announced that she prefers wearing a classic **Rolex** even with her most cutting-edge outfit. Paris Hilton has so much admiration and respect for the Rolex brand that she swears by her **Rolex President** and states that she would never abandon her Rolex for a wristwatch produced by her own company. Why so much class and tradition from someone who has historically pushed the boundaries of what is expected by society?

This article can be viewed in its entirety at

the **MJ Rolex Watch Blog** at: <http://www.melrosejewelers.com/rolex-watch-blog/paris-hilton-chooses-rolex-over-her-personal-line-of-watches/>

Paris Hilton chooses to wear a [Rolex](#) and not her own line of wristwatches and diamond jewelry out of respect for the brand that allowed her brand's success. After all, Paris understands that **Rolex** and class practically are synonymous in High Society. As the **Kern Valley Sun** recently wrote: "**Who are these "Rolex Cowboys"?** According to the **Animal Welfare Institute**, among them are Paris Hilton . . . and other Forbes 400 trillionaires" (November 23, 2008). For a century, **Rolex** wristwatches have represented the height of quality and precision. As a socialite, Paris Hilton does her best to maintain a certain image. While she was dating Good Charlotte lead guitarist Benji Madden, Paris often was photographed with a **Mens Rolex Day Date** on her wrist, clearly a sign of her affinity for Art Deco style. She may have been influenced by Benji's passion for **Rolex** as well. In picture after picture, Benji could be seen wearing a Rolex wristwatch, including a [Rolex](#) Datejust and a **Rolex Day Date President**.

Called a "marketing genius" by **Hayden Panettiere** (the star of *Heroes*), Paris Hilton has always understood the key role in fashion of diamond jewelry and expensive watches, and she knows [Rolex](#) is the height of fashion. Even in a tough economy, Paris refuses to let down her Rolex standards. In the **Paris Hilton Biography on TV.com**, the writer describes her laissez-faire attitude at the Baselwood Fair: "*Paris was in town to promote her new line of watches. As well as forgetting where she was, she also admitted she snubs her own line of watches in favor of watches by Rolex*". Paris Hilton is a marketing and fashion force only to a certain point: No matter what is at stake, she rolls with her Rolex.



This article was published by the **MJ Rolex Watch Blog**, <http://www.melrosejewelers.com/rolex-watch-blog/>, or in the U.K. at <http://www.melrosejewelers.co.uk/rolex-watch-blog/>

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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 (NASDAQ: ZLC), Amazon.co.uk (AMZN), Blue Nile UK (NILE), and Signet (Kay Jewelers & Jared The Galleria) (SIG) with Rolex wristwatches.

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