

Introducing the Rado HyperChrome Captain Cook collection

Reimagined retro timepieces for a contemporary folk hero look

(Lengnau, Switzerland – 2017) Swiss watchmaker Rado is continuing its retro revival with the relaunch of its vintage Captain Cook collection. A reinterpretation of a Rado watch collection from the 1960s, the new HyperChrome Captain Cook family offers a trio of timekeepers for men and women who want to pull off a hip casual look with style and whimsy.

The collection is named after 18th century British explorer Captain James Cook, who charted thousands of miles of hitherto unexplored coastline in the Pacific, bringing with him a wide-ranging, mostly self-taught knowledge of cartography, anthropology and astronomy. As a brand also known for its pioneering spirit and groundbreaking achievements, Rado is pleased to unveil this reimagined retro collection of sporty automatic timepieces that bear Captain Cook's name.

Throwback timekeeping

Oversized indexes, chunky arrow-shaped hands, and a rotating bezel in high-tech ceramic and stainless steel or titanium combine to give the Captain Cook an unmistakably playful aesthetic. Two 37 mm models steal the spotlight with distinct masculine and feminine looks. The HyperChrome Captain Cook's most ladylike iteration features a silvery, slightly raised dial studded with eight Top Wesselton diamonds. A white high-tech ceramic bezel and fine-knit metal Milanese band combine for a luxe yet sporty feel. The gent's version boasts a darker colour scheme and a black high-tech ceramic bezel with a complementary brown vintage leather strap. In a nod to the launch year of the original Captain Cook collection, this gent's timepiece is limited to 1962 pieces.

For an even bigger impact on the wrist, wearers can opt for the 45 mm model, which is sure to grab attention with its show-off size and unapologetically throwback approach to timekeeping. The pleasantly chunky case features a versatile blue colour scheme and fastens to the wrist with a comfortable black or blue textile strap.

The HyperChrome Captain Cook is the second watch family with a 1960s heritage that Rado has revived and reinterpreted in as many years. Last year saw the relaunch of Rado's vintage Cape Horn collection, which was reborn as the oversized and ultra-masculine HyperChrome 1616.

About Rado

Rado is a globally recognised brand, famous for innovative design and its use of revolutionary materials to create some of the world's most durable watches. Ever since its beginnings in Lengnau, Switzerland, Rado has had a pioneering spirit, with the brand philosophy "if we can imagine it, we can make it" still holding true today.



Ref. 763.0500.3.130
 Rado HyperChrome Captain Cook

Movement	11 ½ ETA C07.611, automatic, 25 jewels, 3 hands, date at 3 o'clock printed in red, up to 80 hours power reserve
Case	<p>polished stainless steel</p> <p>black high-tech ceramic insert engraved and coated, fixed in a stainless steel turning bezel</p> <p>polished stainless steel case back with 3 sea horses stamped</p> <p>polished stainless steel crown</p> <p>box shaped sapphire crystal with anti-reflective coating on both sides</p> <p>water-resistant to 10 bar (100m)</p> <p>special engraving on case back: LIMITED EDITION ONE OUT OF 1962</p>
Dial	<p>black sunbrushed, printed indexes with vintage look coloured Super-LumiNova®</p> <p>silver coloured printed Captain Cook, Rado and Automatic logos</p> <p>large rhodium coloured moving anchor symbol with red background</p>
Hands	rhodium coloured with vintage look coloured Super-LumiNova®
Strap	<p>brown vintage leather</p> <p>stainless steel pin buckle</p>
Dimensions	37.3 x 43.1 x 11.1 (WxLxH in mm)



Ref. 763.0500.3.070
Rado HyperChrome Captain Cook

Movement	11 ½ ETA C07.611, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve
Case	polished stainless steel white high-tech ceramic insert coated, fixed in a stainless steel turning bezel polished stainless steel case back with 3 sea horses stamped polished stainless steel crown box shaped sapphire crystal with anti-reflective coating on both sides water-resistant to 10 bar (100m)
Dial	silver coloured, jubilé, 8 diamonds, 1.25-1.30, Top Wesselton, VS-SI, full cut, 0.064 carat rhodium coloured applied indexes with white Super-LumiNova® silver coloured printed Captain Cook, Rado and Automatic logos large silver coloured moving anchor symbol
Hands	rhodium coloured with white Super-LumiNova®
Bracelet	Milanese
Dimensions	37.3 x 43.1 x 11.1 (WxLxH in mm)



Ref. 763.0501.3.220
 Rado HyperChrome Captain Cook

Movement	11 ½ ETA C07.611, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve
Case	grade 5 titanium with hardening treatment blue high-tech ceramic insert engraved and coated, inserted in a titanium turning bezel with hardening treatment titanium case back with 3 sea horses stamped polished grade 5 titanium screwed crown with hardening treatment curved sapphire crystal with anti-reflective coating on both sides water-resistant to 20 bar (200m)
Dial	blue sunbrushed, applied indexes with white Super-LumiNova® large white moving anchor symbol with red background white printed Captain Cook, Rado and Automatic logos
Hands	rhodium coloured with white Super-LumiNova®
Strap	blue textile stainless steel extensible folding clasp satin brushed stainless steel cover with hardening treatment
Dimensions	45.0 x 54.0 x 13.8 (WxLxH in mm)