



TUDOR ROYAL

The TUDOR Royal is a brand classic, both sporty and elegant. With its integrated metal bracelet, signature bezel, and automatic movement, it's the epitome of versatile sport-chic. Now, TUDOR is introducing a striking blue dial in the Royal range, courtesy of TUDOR Brand Ambassador Cheng Yi. The perfect watch when you want to stand out. And did we mention it's adorned with diamonds on the bezel and dial? It's time to shine bright.

There is the Royal, a longstanding TUDOR model with an air of elegance that's been refined for decades. Now an exclusive model with a dial in a distinct hue of blue joins the range. This striking new dial accentuates the 28mm Royal with a diamond-set bezel exclusively, both the stainless steel and the S&G configurations, adding a distinctive touch of nobility to the already regal range. There's nothing subtle about a blue dial and diamonds—but it's not meant to be discreet, it's meant to be fabulous! Boasting first-class technical performance and a refined aesthetic, this line sits at the crossroads between classic and sports watches. Royal was a name first used by TUDOR in the 1950s to emphasize the superior quality and exquisite designs of its watches, which stand until today. And now, the model just got even more magnificent.

KEY POINTS

1. 28mm satin-brushed and polished case in 316L stainless steel or 316L stainless steel and yellow gold.
2. Diamond-set bezel in 316L stainless steel or yellow gold.
3. Exclusive blue dial with diamond-set applied hour-markers.
4. Baton hands with Grade A Swiss Super-LumiNova® luminescent material.
5. Integrated five-link satin-brushed and polished bracelet in 316L stainless steel or 316L stainless steel and yellow gold.
6. Five-year transferable guarantee with no registration or periodic maintenance checks required.

TUDOR ROYAL IS “BORN TO DARE”

Since its founding in 1926, TUDOR has endeavoured to produce the best possible watches at the best possible price. This mission, bold then as it is now, is inspired by the vision of the brand's founder Hans Wilsdorf. The inventor of several cornerstones of modern fine watchmaking – wristwatch precision, waterproofness and the self-winding mechanism – Wilsdorf dreamed of devising a watch that was technically perfect while remaining affordable, and so created the TUDOR brand to bring his dream alive. The TUDOR Royal range forms part of this uncompromising heritage, promising its future owner no less than the best possible quality at the best possible price. Made in Switzerland from a block of one of the most robust stainless steels in existence, 316L steel, the case of the TUDOR Royal models is waterproof in all circumstances and to 100 metres (330 feet) below sea level thanks to its screw-down crown and caseback. The movement – the pinnacle of Swiss watchmaking expertise – is finely decorated despite not being visible and is adjusted to the highest chronometry standards in the watchmaking industry. Finally, the smooth and seamless five-link metal bracelet stands out thanks to the quality of its design, manufacturing and finish. All these things and more come together to produce the famous TUDOR quality, a philosophy summarised by the brand's signature, “Born To Dare” – always striving to do better.

SPORT-CHIC WATCH WITH INTEGRATED BRACELET

The TUDOR Royal range is the ultimate in balance, elegance and versatility. With its integrated metal bracelet ensuring an uninterrupted line with the case, TUDOR Royal embodies fluidity and unmistakable style. Characterised by its three wide satin-brushed links set between two slimmer polished elements, the smooth quality of its surfaces and edges emphasises the importance that TUDOR places on ensuring its comfort on the wrist. Available in stainless steel or with alternating links in stainless steel and yellow gold, the meticulous finishes of the models in this range cater to every taste.



THE TUDOR MANUFACTURE

Every TUDOR watch is assembled and fully tested to TUDOR's superior standards at the new TUDOR Manufacture located in Le Locle, Switzerland. This new state-of-the-art facility, bringing together the know-how of watchmakers with the best in production management and automated testing systems, was completed in 2021 after three years of construction. All decked out in TUDOR red, the Manufacture spans over four levels totalling 5,500 square meters and is physically and visually connected to the neighbouring Kenissi Manufacture, the TUDOR movement production facility founded in 2016. With Kenissi and a network of TUDOR-owned affiliates, the brand has been able to integrate the development and production of high-performance mechanical calibres. As a consequence, TUDOR now fully masters the manufacturing of strategic components and can guarantee their quality.

THE TUDOR GUARANTEE

Since its creation by Hans Wilsdorf in 1926, and in line with his vision of an ideal watchmaking product, TUDOR has never stopped producing the most robust, durable, reliable and precise watches in existence today. Bolstered by this experience, and confident in the knowledge of the superior quality of its watches, TUDOR offers a five-year guarantee on all its products. This guarantee does not require the watch to be registered or any periodic maintenance checks to be performed and is transferable should the watch change ownership during coverage. TUDOR also recommends that its watches should be serviced approximately every 10 years depending on the model and the extent of its use on a day-to-day basis.

TUDOR IS "BORN TO DARE"

In 2017, TUDOR launched a new campaign with the "Born To Dare" signature. It reflects both the history of the brand and what it stands for today. It tells the adventures of individuals who have achieved the extraordinary on land, on ice, in the air and underwater, with a TUDOR watch on their wrists. It also refers to the vision of Hans Wilsdorf, the founder of TUDOR, who manufactured TUDOR watches to withstand the most extreme conditions, watches made for the most daring lifestyles. It is testimony to TUDOR's singular approach to watchmaking, which has made it what it is today. At the cutting edge of the watchmaking industry, its innovations are now essential benchmarks. The TUDOR "Born To Dare" spirit is supported throughout the world by first class ambassadors, whose achievements result directly from a daring approach to life.

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering watches with refined aesthetics, proven reliability and unique value for money. The origins of TUDOR date back to 1926, when "The Tudor" was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He created the Montres TUDOR SA Company in 1946 to offer watches with the quality and dependability of a Rolex, at a more affordable price point. Because of their robustness and affordability, throughout their history TUDOR watches have been chosen by the boldest adventurers on land, underwater and on ice. Today, the TUDOR collection includes emblematic models such as Black Bay, Pelagos, 1926 and TUDOR Royal. Since 2015, TUDOR has also offered mechanical Manufacture Calibres with multiple functions and superior performance.



REFERENCE 28320/3

CASE

28mm 316L stainless steel case with polished and satin finish

BEZEL

316L stainless steel or yellow gold bezel set with diamonds

WINDING CROWN

316L stainless steel or yellow gold screw-down winding crown with the TUDOR logo in relief

DIAL

Blue

Applied Roman numerals

Date at 3 o'clock

CRYSTAL

Sapphire crystal

WATERPROOFNESS

Waterproof to 100m (330ft)

BRACELET

Five-link integrated bracelet in 316L stainless steel or 316L stainless steel and yellow gold, satin-brushed external and central links, polished intermediate links, with folding clasp and safety catch

MOVEMENT

Self-winding mechanical movement

T201

POWER RESERVE

Approximately 38 hours

FUNCTIONS

Hour, minute and second hands at the centre

Semi-instantaneous date at 3 o'clock

Stop-seconds for precise time setting

OSCILLATOR

Nivarox, adjustment via index assembly

Frequency: 28,800 beats/hour (4Hz)

TOTAL DIAMETER

17.5mm

THICKNESS

4.8mm

JEWELS

25 jewels