

## **Rolex Watches: Top 3 Most Exotic Rolex Watches Demanded in the Q1 2008: Rolex Daytona**

*Rolex watch retailers report weak spending due to the housing bubble and discretionary economic spending but see strong sales in luxury gold and diamond Rolex watch and Rolex sport watch models.*

**Sept. 1, 2008** - [PRLog](#) -- London, England - Rolex Watches: The Top 3 Most Exotic Rolex Watches Demanded in the Q1 2008, the Rolex Daytona, Rolex Super President, & Rolex Submariner, were announced today by Melrose Jewelers, the UK's largest online preowned Rolex Watches retailer.

Scott Parham, Head of Market Research at Melrose Jewelers states, "People are demanding more intricacy and specialization with black and Tahitian mother of pearl dials and custom diamond bezels on Rolex Super Presidents and with unique dial Rolex Daytona and Rolex Submariner watches. Platinum and White Gold Rolex Day Date President watches have also shown to be very popular amongst the highly accomplished, more so than in previous years."

Melrose Jewelers, UK's largest online Preowned Rolex retailer at <http://www.melrosejewelers.co.uk>, has customized 125 Rolex watches for customers according to consumer demand. Each watch has original and authentic Rolex core components and has aftermarket natural diamond settings on the dial and bezel as well as a custom color dial. Each Preowned Rolex watch has been restored to like new Rolex condition and has undergone a full 2-hour scratch removal process as well as a full service/overhaul to Rolex factory specifications. Melrose Jewelers Rolex watches come with a 1-year warranty, a full appraisal from the Los Angeles International Gemological Laboratory, a full genuine Rolex parts guarantee of authenticity, as well as a 3-day inspection period during which customers can make sure their watch is exactly as described. Melrose Jewelers is not an authorized new Rolex dealer and thus provides its warranty directly through its store only. Melrose Jewelers intends to complement the jewelry store offerings of Tiffany's, Zales, Amazon.com, Blue Nile, and Signet (Kay Jewelers & Jared The Galleria) with Rolex Watches.

The Top Most Exotic Rolex Watch models demanded by Men and Ladies in the UK in Q1 2008 are:

1. Mens Double Quickset Rolex Platinum Day Date Presidential
2. Mens Diamond Stainless Steel Rolex Submariner
3. Mens Rolex Cosmograph Daytona

### **ABOUT MELROSE JEWELERS WHOLESALE DIVISION:**

Melrose Jewelers Wholesale currently imports authentic Preowned Rolex watches and supplies its used Rolex watches to over 200 retail jewelry stores worldwide through its Wholesale Rolex division. Jewellers interested in buying and reselling wholesale Rolex Watches and Rolex Datejust watches may contact:

Wholesale Inquiries: (To Resell Rolex Watches)  
Melrose Jewelers Wholesale  
[wholesale@melrosejewelers.co.uk](mailto:wholesale@melrosejewelers.co.uk)  
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About the Melrose Jewelers Preowned Rolex Standards:

The Preowned Rolex Awards were designed by Melrose Jewelers, America's largest online Preowned Rolex watch retailer, in order to award Preowned Rolex retailers committed to excellence in product quality and product authenticity disclosure. The 2008 Preowned Rolex Awards Winners are: A and E Watches (A & E Watches,A&E Watches),Time and Gems (Time & Gems,Time&Gems),Portero, JomaShop (Joma Shop),Bernard Watch, Stein Diamonds, Watch Finder (WatchFinder),Second Time Round (Second Time Around),Dream Watches (Dream-Watches), Watches.co.uk, Blowers Jewellers (blowers-jewellers), The Finest Watches, Maurice Ltd., Darlor Watch (darlor-watch), Matt Baily, Iorio Fine Jewellery & Robert Maron.

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, and Rolex Oyster are trademarks of Rolex USA and a list of New Rolex Watch Dealers can be found at the Rolex website.

Retail & Media Inquiries

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Robert Cook is a famous author who writes on the topics related with Rolex watches [<http://www.melrosejewelers.com>] including Authentic Rolex Watches, Mens Rolex, Ladies Rolex, Rolex Datejust, Rolex Presidents, and Mens Rolex Day Date Presidents.

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