

JEWELRY

Rolex honors Arnold Palmer's legacy in retrospective film

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Video still from Rolex's Arnold Palmer film

By STAFF REPORTS

Swiss watchmaker Rolex is looking back on the highlights of professional golfer Arnold Palmer's career.

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The athlete credited with bringing an elite sport to the masses died on Sept. 25 at the age of 87. Rolex paid tribute to his memory with a short film tracing his accomplishments and personality, paying homage to a long-term relationship between brand and player.

In memory

Rolex spliced together vintage footage of Mr. Palmer as a child and on the course. As the clips play, the golfer's voice can be heard talking about his early start in the game at the age of 3 and his uncompromising attitude.

The film takes the viewer from a black-and-white world into colorful matches, showing the passing of time within Mr. Palmer's career.

Along with the video, Rolex wrote, "He turned a game of royalty into the sport for everyone. And turned imperfection into a work of art.

"It is the swing, the swagger we will always remember; a humble confidence that inspired the imperfection in us all. In the company of presidents, prime ministers or the common man, he is the rarest of individuals, admired by all. There will never be another man like him."

Rolex's The man who inspired an army

Mr. Palmer was the first Rolex golf ambassador, dating back to 1967 when the watchmaker gifted him a Gold Oyster Perpetual. He appeared in ads for the brand and was a lifelong wearer of its watches.

Other luxury brands have remembered public figures, marking their legacies in film.

German automaker Mercedes-Benz honored then recently deceased Nelson Mandela, former president of South Africa, with a video that illuminated how a team of South African factory workers crafted a vehicle for the international hero following his release from prison in 1990.

The "Labour of Love" short film portrayed a team of Mercedes-Benz employees that worked for free to create Mr. Mandela's vehicle. Uncovering this resonant film colors in Mercedes-Benz's heritage and authentically aligned the brand with a profoundly influential figure ([see story](#)).

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