

ARTS AND ENTERTAINMENT

## Platforming performance, Rolex collaborates with globally-renowned opera houses

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*Engaging with institutions across London, Milan, New York and Paris, the brand's "Perpetual Arts" empire is expanding. Image credit: Rolex*

By ZACH JAMES

Swiss watchmaker Rolex is eyeing the art of music as its next opportunity to expand its global reach.

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Starting with investments with several renowned opera houses around the world, the music arm of the Perpetual Arts initiative is expanding. Previously used for partnerships with established artists and a duo of orchestras, the watchmaker's ambitions have grown into another subsection of classical music.

### Operatic operation

The horology brand has a history in the world of music, having been the exclusive partner of the Vienna Philharmonic since 2008 and becoming the sole sponsor of the orchestra's world-famous New Year's Concert in the following year.

With Rolex's expansion into the world of opera, the label seeks to further demonstrate its "dedication to the arts and culture and promoting the highest level of achievement in music."

*Rolex profiles and celebrates the accomplishments of Cecilia Bartoli, the first woman to ever direct the Monte-Carlo Opera and world-renowned mezzo-soprano.*

In the past, the brand has supported Milan's Teatro alla Scala, the Royal Opera House in London, New York's Metropolitan Opera and the Opera national de Paris. All of these world-leading venues are now partnered with the watchmaker going into the future, solidifying its grasp on the world of opera and the even wider space of classical music.

Further bolstering its roster of notable venues, the National Centre for the Performing Arts in Beijing, The Opera de Monte-Carlo in Monaco and The Elbphilharmonie Hamburg in Germany have all been official collaborators since 2009, 2006 and 2022, respectively.

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culture and promoting the highest level of achievement in music."

*Featuring interviews with famous tenors Juan Diego Flrez and Benjamin Bernheim, the video reveals some of the secrets behind the voices.*

"Rolex believes in quality and it believes in things that stay with us, and classical music is something that stays with us," said Rolando Villazn, tenor opera singer and artistic director of the Mozartwoche festival, in a statement.

While the watchmaker has established itself in the world of music in the past, even partnering with Canadian singer Michael Bubl, its efforts in the industry have lagged behind its own accomplishments in others, namely in the wide world of sports.

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ROLEX (@ROLEX) June 19, 2023

Rolex has been the official timekeeper for the PGA Tour going back nearly 45 years, recently being spotlighted at the U.S. Open in Los Angeles ([see story](#)). The brand also recently celebrated 70 years of the Giraglia yacht racing event in Italy, of which it has been a partner for the previous quarter century ([see story](#)).

The horology staple has even made headways in the world of women's ice climbing ([see story](#)), among other professional athletic pursuits, before circling back to solidify itself in the world of music.

Branching into broadcast

As part of the new venture, Rolex is supporting Musica, a long-running documentary series chronicling the world of music; the show was created and broadcast by the European television network Euronews.

In partnership with the watchmaker, the series has released a batch of ten 12-minute-long episodes on Rolex's YouTube channel, with topics ranging from famous conductors to spotlighting the different types of voices that make opera so engaging.

*This video in the sponsored series takes a look behind the curtain of the Vienna Philharmonic.*

The series takes a look at all aspects of Rolex's involvement in the classical music scene, from the Vienna Philharmonic to the over 100-year-old Salzburg Festival that occurs annually in Austria.

Rolex isn't the only watchmaker to enter the music world, with fellow Swiss horologist Jaeger-LeCoultre partnering with British musician Tokio Myers for an immersive symphonic exhibition in Los Angeles starting June 22 ([see story](#)).

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