

# The Time is Now: Rado Celebrates the Art of Timeless Gifting

Category: Business

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This festive season, Rado-Switzerland's vanguard of material innovation and timeless sophistication-unveils a luminous celebration of presence, sentiment, and enduring design with its latest campaign: The Time Is Now. It reminds us that there is no better moment than this one to express our gratitude, our admiration, or our love.



## **Hrithik Roshan and Katrina Kaif showcase Rado's timeless Captain Cook and Centrix Diamonds**

Led by global icons and brand ambassadors Hrithik Roshan and Katrina Kaif, the eye-catching campaign honours the quiet brilliance of the present moment—a chance to pause, reflect, and give with intention. In a fast-paced world, Rado watches offer something truly rare: permanence. Not merely worn but remembered.

A Rado timepiece is far more than a gift. It is a heritage in the making—crafted in signature high-tech ceramic and shaped by a design legacy that has always stayed ahead of its time. This is luxury redefined: understated, meaningful, eternal.

## **Hrithik Roshan and the Captain Cook High-Tech Ceramic Chronograph**

Sporty yet refined, bold yet effortless – the Rado Captain

Cook High-Tech Ceramic Chronograph is a statement of duality. Hrithik Roshan wears it with ease, embodying its fusion of precision performance and sophisticated form. Its matt black 43 mm monobloc high-tech ceramic case is paired with polished rose gold-coloured accents, presenting a striking contrast that feels both contemporary and enduring. This wonderfully light and impressively scratch resistant watch is presented on a matt and polished black high-tech ceramic bracelet, secured by a titanium 3-fold clasp for a seamless fit, ensuring an exquisite comfort to the wearer. Powered by the automatic calibre R801 and regulated in five positions for better accuracy, this chronograph is built for precision – whether on rugged terrain or within the quiet elegance of a tailored evening.

*“The Captain Cook is not just a watch; it’s a companion. Strong, versatile, and always composed,”* shares **Hrithik**.

### **Katrina Kaif and the Centrix Diamonds**

Sculpted for those who seek grace, the Rado Centrix Diamonds is a poetic study in brilliance and elegance. Adorned with 60 full-cut Top Wesselton diamonds around the bezel and 11 more on a luminous brown mother-of-pearl dial, it is a timepiece designed to enchant at every glance. Crafted with polished rose gold PVD-coated stainless steel and high-tech ceramic links, the Centrix Diamonds is both enduring and ethereal. It houses the calibre R763 automatic movement, enhanced with an anti-magnetic Nivachron™ hairspring for accuracy that lasts across generations.

*“The Centrix Diamonds isn’t just beautiful – it carries a quiet power. It’s refined and graceful. It is a truly luxurious work of art,”* says **Katrina**.

### **More Than a Timepiece – A Gesture That Lasts**

**Adrian Bosshard, CEO of Rado**, reflects, *“At Rado, we craft timepieces that become part of your story. This campaign is an*

*invitation to celebrate life's defining moments – with something as enduring as the memories they create."*

With The Time Is Now, Rado invites you to mark the present with something that lives on. Because true luxury isn't about keeping time – it's about making it matter.

