AZR
TIMELESS WATCHES

FREE GUIDE · GENERAL ADVICE

How to spot a *fake* Rolex: the 10 details that give it away

Today's fakes come very close to the real thing. The best ones, called superclones, fool even many dealers. Up close, these details still give most of them away.



01

The date magnifier

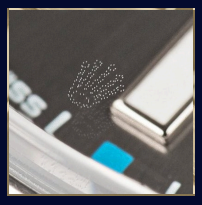
On a genuine modern Rolex the date fills the bubble on the glass (about 2.5×). On many fakes it looks small and flat.



02

The inner ring

On recent models "ROLEX" is engraved all around the dial's edge, lined up with the minute marks. Uneven letters are a warning.



03

The tiny crown in the glass

Since the early 2000s, a tiny crown is etched in the glass at 6 o'clock, seen only with a loupe. Fakes: missing, or far too visible.



04

The printing

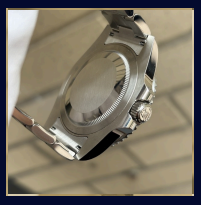
Every letter on the dial is sharp and even, with clean edges. Blurry or thick print is a red flag.



05

The glow

Markers and hands glow evenly in the dark. Patchy glow is a warning (on vintage watches it fades with age; that's normal).



06

The back

Most Rolex models have a solid back. A see-through back on a Submariner, GMT or Datejust is a red flag.



07

The seconds hand

Almost every Rolex is mechanical: the hand glides. One jump per second usually means a quartz fake (exception: the vintage Oysterquartz).



08

The feel

Solid and precise: crisp engravings on the clasp, a firm click when it closes, no rattles in the bracelet.



09

The papers

If the watch comes with papers, the serial number on them must match the watch.



10

The price

A price far below everything else for the same reference is the oldest warning sign there is.

The honest truth: the best fakes pass most of these tests. The only sure answer comes from a watchmaker or third-party authenticator who checks the watch in hand and opens the case to inspect the movement.

At AZR, every watch is checked before it's listed: inspected in hand by a watchmaker or third-party authenticator, the movement opened and inspected, the serial and reference verified, box and papers checked or openly disclosed.

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