



Tuesday 11 June 2024

Rolex becomes first ever Principal Partner of The Royal Opera

Today, **The Royal Opera** announces a historic new partnership with **Rolex**, as the prestigious watchmaker becomes its first ever Principal Partner.

Building on an existing 18-year partnership as the Official Timepiece of the Royal Opera House, this latest collaboration marks a new era that will see Rolex become the headline partner of The Royal Opera from the 2024/25 Season – the very first brand to take on this pivotal new role.

Director of The Royal Opera, Oliver Mears, said:

“We're looking ahead to a thrilling Season at The Royal Opera and are delighted to be welcoming Rolex as our first ever Principal Partner. Our common values of partnering with the world's most talented artists, celebrating excellence and artistic creativity will help us to develop the next generation of world class musical talent.”

A champion of the arts, the support of Rolex enables the Royal Opera House to deliver world-class productions to new and existing audiences around the globe. Already an integral partner of the organisation, Rolex has been working hand in hand with the Royal Opera House to inspire its audiences with its behind-the-scenes “Insights” series for almost a decade. Looking ahead to this new partnership with The Royal Opera, this relationship will continue to grow, reaching new audiences through storytelling and content activations.

This news comes after the Royal Opera House announced that it would be evolving its name to become the [Royal Ballet and Opera](#) from the start of its 2024/25 Season. This strategic first with Rolex demonstrates the power of the new Royal Ballet and Opera brand and is one of the first

steps the world-class organisation is taking as it looks to increase brand relevance and build financial resilience.

Rolex Director of Communication & Image, Arnaud Boetsch said:

“The relationship between Rolex and the Royal Ballet and Opera has just become stronger. Our brand’s history of supporting the world’s leading cultural institutions is long and we proudly participate in fostering the most important cultural traditions existing today. As Principal Partner of The Royal Opera, we are looking forward to our continuing partnership.”

Commercial Director of the Royal Ballet and Opera, Jane Storie, said:

“A testament to our committed partnership with Rolex, we are incredibly grateful and delighted to extend this collaboration and explore new ways of engaging with our audiences, focusing on storytelling with a co-created content series, and with increased visibility across the House and via our digital channels. Together we will preserve the heritage of our wonderful institution whilst enabling us to inspire new audiences and support the artistic integrity of The Royal Opera.”

The alliance between Rolex and the arts is an essential feature of the global cultural landscape. The brand partners with prestigious institutions, including leading opera houses such as Milan's Teatro alla Scala, New York's Metropolitan Opera, the Opéra national de Paris, Teatro Colón in Buenos Aires and the Opéra de Monte-Carlo, supporting innovation and excellence in the arts. This extended partnership with The Royal Opera is a global first.

ENDS

NOTES TO EDITORS

- Please find images here

PRESS CONTACTS

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About The Royal Opera

The Royal Opera, under the artistic direction of Director of Opera, Oliver Mears and Music Director Designate, Jakub Hrůša, is one of the world's leading opera companies. Based at the Royal Opera House, Covent Garden, it brings together the greatest singers of our time alongside the most exciting voices of the future; the Royal Opera Chorus, a world-class orchestra and leading conductors, directors and creative teams to share inspiring theatrical experiences with diverse audiences worldwide. Across the Main Stage and the Linbury Theatre, the Company is renowned for both its award-winning performances of repertory works and for commissioning new works by today's leading opera composers, such as George Benjamin, Mark-Anthony Turnage, Thomas Adès and the late Kaija Saariaho.

About the Royal Ballet and Opera

At the Royal Ballet and Opera, we are making the extraordinary for everyone. Inspiring imagination and igniting emotion. We are a cultural powerhouse, bringing together two world-class performing companies in one of the UK's leading arts institutions. Based at the Royal Opera House in the heart of London's Covent Garden, our work is enjoyed by audiences in our two theatres and globally through our streaming platform, cinema Season and company tours. Our work in schools and communities up and down the country is driven by our curriculum linked programmes, specially designed to inspire creativity, broaden participation and diversify the future of opera and ballet. These sit alongside industry-leading talent development projects, regional partnerships, and a raft of daytime events, family activities, tours, exhibitions and concerts in our Covent Garden home. We are also expanding our audience through our flagship Young ROH scheme and are committed to reducing our impact on the environment and aim to achieve net zero emissions by 2035.

About Rolex Perpetual Arts Initiative

For more than a half a century, Rolex has partnered some of the world's most talented artists and leading cultural institutions to celebrate excellence and contribute to perpetuating artistic heritage, creating a link between the past, present and future.

Through the Rolex Perpetual Arts Initiative, a broad portfolio of arts that extends through music, architecture, cinema and the Rolex mentoring programme, the brand confirms its long-term commitment to global culture.

In all these endeavours, Rolex supports artistic excellence and the transmission of knowledge to future generations, who in turn pass on the world's cultural legacy.