

RODANIA®

Attached to its culture and Swiss expertise, Rodania was founded in the canton of Bern in 1930 by Hans Baumgartner. Yet its Belgian heart has been in place since the 1950s, when the company moved to Brussels and the young, dynamic and rebellious marketer Manfred Aebi took over. Rodania blossomed thanks to his visionary ideas as he pioneered in collaborating with talented people in all kinds of different areas. We still have inspiring partnerships with The Belgian Red Devils, Studio 100, ...

Today we redefine our heritage with sophisticated, yet modern craftsmanship coupled with a strong set of ideas and inspiration. We focus on connecting the dots between high-end quality and stylish design, targeting young and old, but anyone with that twist.

Discover our different collections and collaborations now and get your Rodania watch!
There is a Rodania for every one of us.