



# Datejust 31

Oyster, 31 mm, white gold and diamonds

**This Oyster Perpetual  
Datejust 31 in 18 ct  
white gold features an  
aubergine, diamond-set  
dial and a President  
bracelet.**



AUBERGINE DIAL

## A watchmaking technique

This dial features a large VI set with 11 diamonds. The sunray finish creates delicate light reflections on many dials in the Oyster Perpetual collection. It is obtained using masterful brushing techniques that create grooves running outwards from the centre of the dial.

Light is diffused consistently along each engraving, creating a characteristic subtle glow that moves depending on the position of the wrist.







DIAMOND-SET BEZEL

## A sparkling symphony

Gem-setters, like sculptors, finely carve the precious metal to hand-shape the seat in which each gemstone will be perfectly lodged. With the art and craft of a jeweller, the stone is placed and meticulously aligned with the others, then firmly secured in its gold or platinum setting.

Besides the intrinsic quality of the stones, several other criteria contribute to the beauty of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the regularity, strength and proportions of the setting

as well as the intricate finishing of the metalwork.  
A sparkling symphony to enhance the watch and  
enchant the wearer.



18 CT WHITE GOLD

## Commitment to excellence

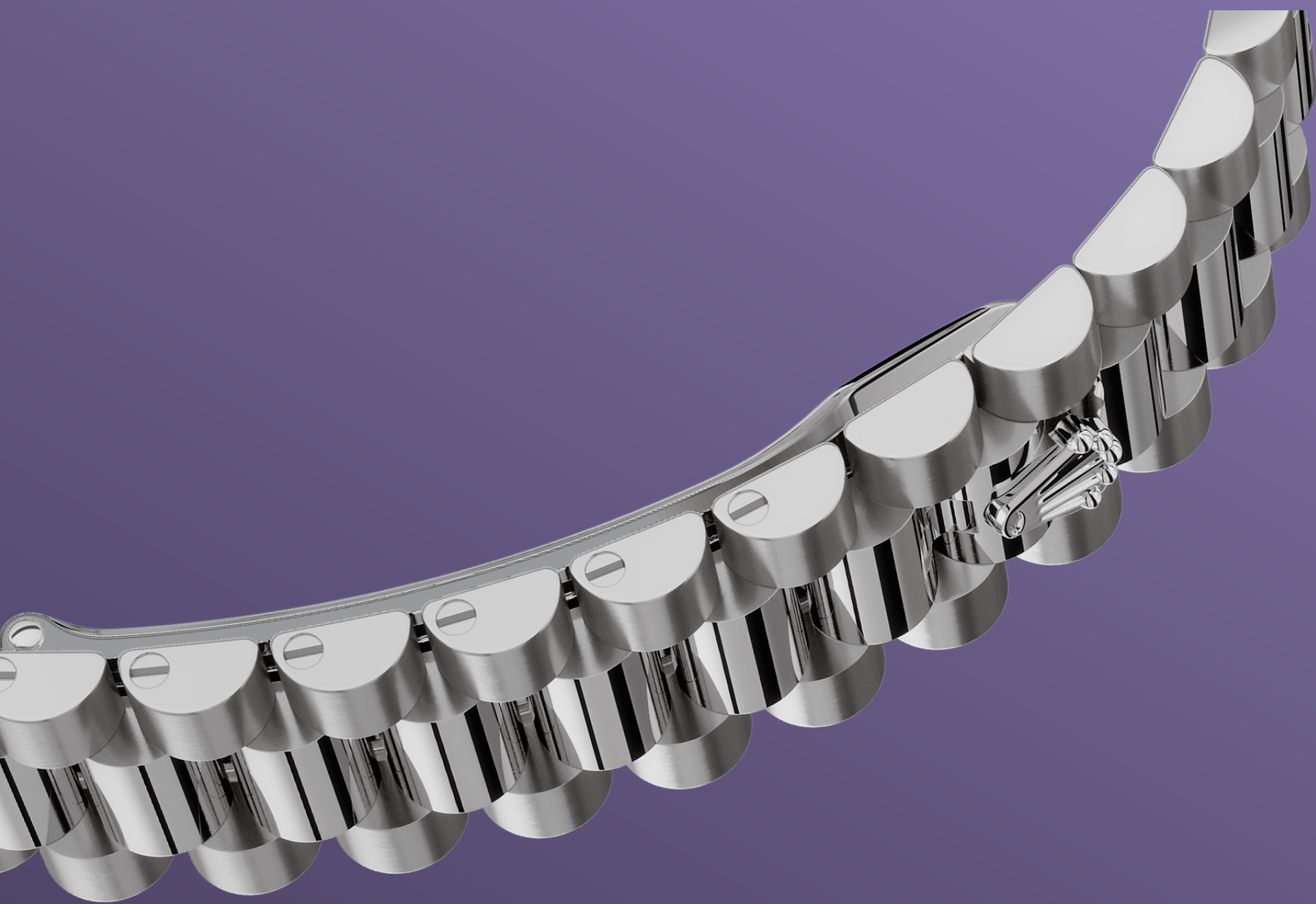
By operating its own exclusive foundry, Rolex has the unrivalled ability to cast the highest quality 18 ct gold alloys. According to the proportion of silver, copper, platinum or palladium added, different types of 18 ct gold are obtained: yellow, pink or white.

They are made with only the purest metals and meticulously inspected in an in-house laboratory with state-of-the-art equipment, before the gold is









THE PRESIDENT BRACELET

## The ultimate refinement

The design, development and production of Rolex bracelets and clasps, as well as the stringent tests they face, involve advanced high technology.

And, as with all the components of the watch, aesthetic controls by the human eye guarantee impeccable beauty. The President bracelet, with its semi-circular three piece links, was created in 1956 for the launch of the Oyster Perpetual Day-Date. It represents the ultimate in refinement and comfort and is always made of carefully selected precious metals.

# More Datejust technical details

Reference 278289RBR

## Model Case

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### Type

Oyster, 31 mm, white gold and diamonds

### Diameter

31 mm

### Material

White gold

### Bezel

Set with diamonds

### Oyster Architecture

Monobloc middle case, screw-down case back and winding crown

### Winding Crown

Screw-down, Twinlock double waterproofness system

### Crystal

Scratch-resistant sapphire, Cyclops lens over the date

### Water Resistance

Waterproof to 100 metres / 330 feet

## Movement

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### Type

Perpetual, mechanical, self-winding

### Calibre

2236, Manufacture Rolex

### Precision

-2/+2 sec/day, after casing

### Oscillator

Syloxi hairspring in silicon with patented geometry. High-performance Paraflex shock absorbers

### **Winding**

Bidirectional self-winding via Perpetual rotor

### **Power reserve**

Approximately 55 hours

### **Functions**

Centre hour, minute and seconds hands. Instantaneous date with rapid setting. Stop-seconds for precise time setting

## **Bracelet**

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### **Type**

President, semi-circular three-piece links

### **Bracelet Material**

18 ct white gold

### **Clasp**

Concealed folding Crownclasp

## **Dial**

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### **Type**

Aubergine set with diamonds

## **Certification**

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### **Type**

Superlative Chronometer (COSC + Rolex certification after casing)

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