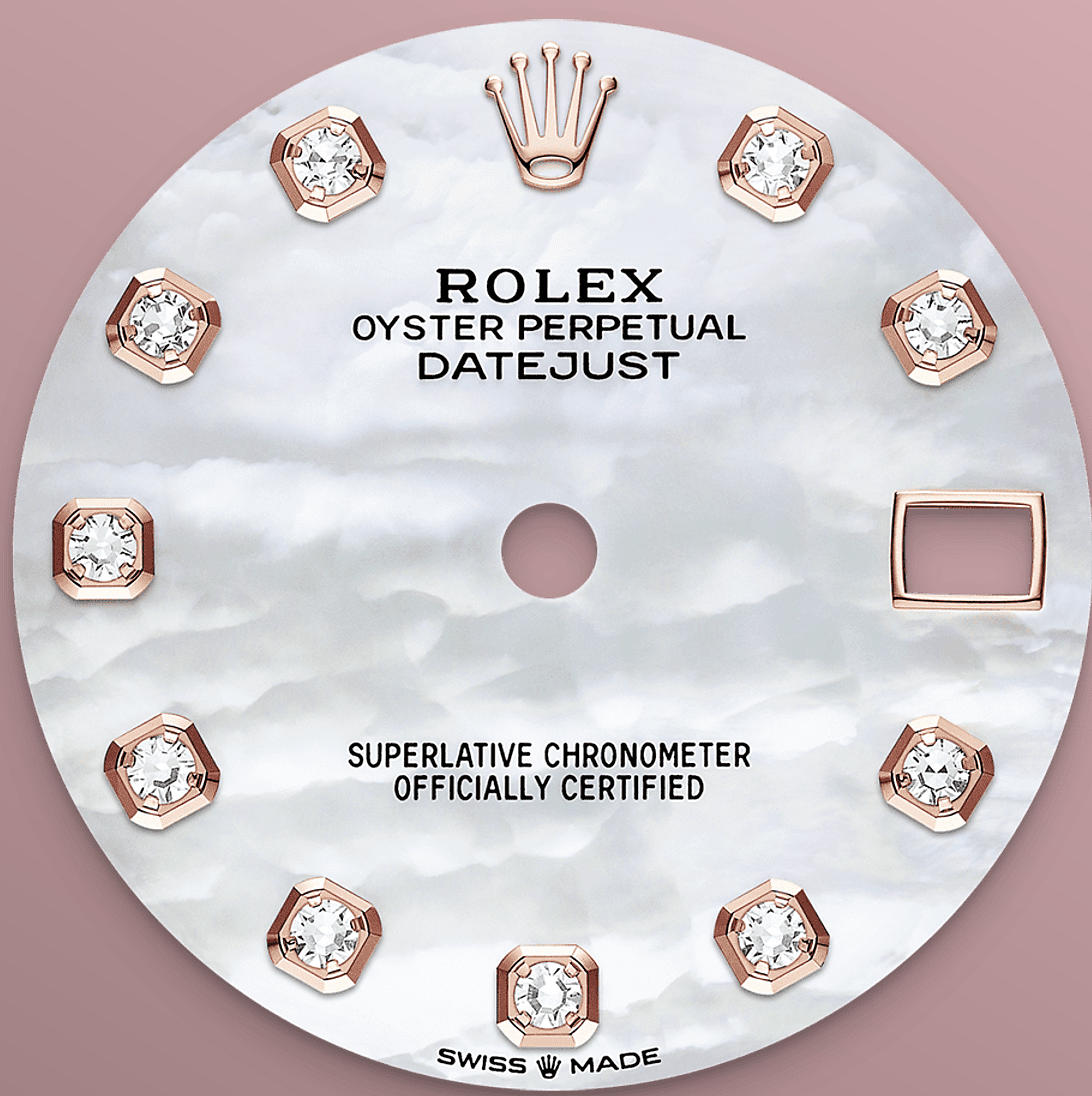# Datejust 31

Oyster, 31 mm, Everose gold and diamonds

This Oyster Perpetual Datejust 31 in 18 kt Everose gold features a white mother-of-pearl, diamond-set dial and a President bracelet.

Highlighting natural beauty

This dial features diamonds in 18 kt gold settings. Mother-of-pearl is by its nature full of mystery and surprises. Depending on its origin, it can be pink, white, black or yellow. It differs in colour, intensity and structure according to the part of the shell from which it is extracted.

At Rolex, mother-of-pearl is never artificially coloured. Instead, particular know-how and skill are devoted to simply highlighting its natural

beauty and preserving the original hues. As all mother-of-pearl dials are unique pieces, an identical dial will never be found on another wrist.

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 KT EVEROSE GOLD

An exclusive patent

To preserve the beauty of its pink gold watches, Rolex created and patented an exclusive 18 kt pink gold alloy cast in its own foundry: Everose gold.

Introduced in 2005, 18 kt Everose is used on all Rolex Oyster models in pink gold.

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 technical details
Datejust

Reference 278285RBR

Model Case

Type
Oyster, 31 mm, Everose gold and diamonds

Diameter
31 mm

Material
Everose 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

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

Type
President, semi-circular three-piece
links

Bracelet Material
18 kt Everose gold

Clasp
Concealed folding Crownclasp

Dial

Type
White mother-of-pearl set with
diamonds

Certification

Type
Superlative Chronometer (COSC +
Rolex certification after casing)

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