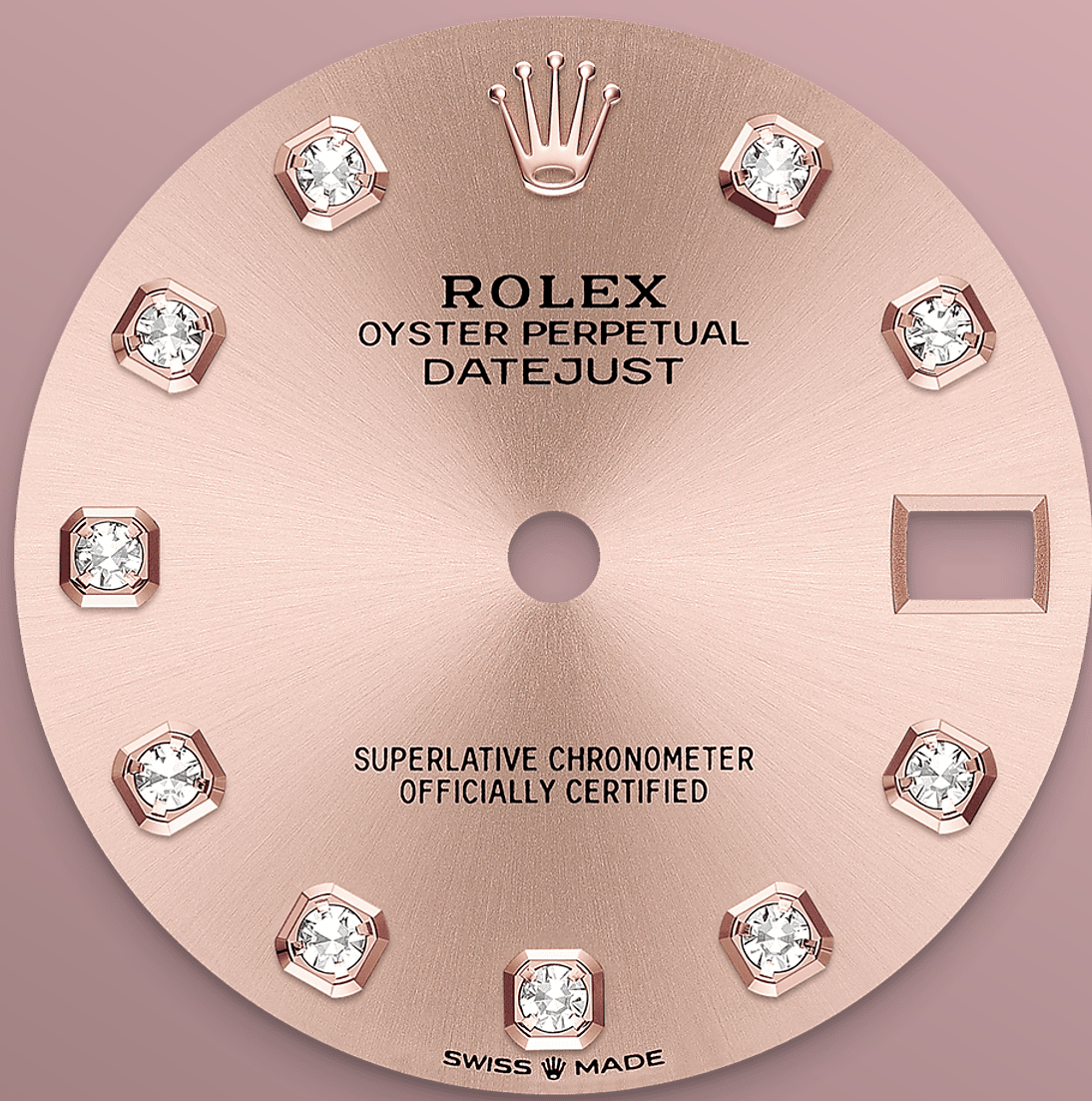




# Datejust 31

Oyster, 31 mm, Everose gold

**This Oyster Perpetual  
Datejust 31 in 18 kt  
Everose gold features a  
rosé colour, diamond-  
set dial and a President  
bracelet.**



ROSÉ-COLOUR DIAL

# A watchmaking technique

This dial features diamonds in 18 kt gold settings. 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.







## FLUTED BEZEL

# A Rolex signature

The Rolex fluted bezel is a mark of distinction. Originally, the fluting of the Oyster bezel had a functional purpose: it served to screw the bezel onto the case helping to ensure the waterproofness of the watch.

It was therefore identical to the fluting on the case back, which was also screwed onto the case for waterproofness, using specific Rolex tools. Over time, the fluting became an aesthetic element, a genuine Rolex signature feature. Today the fluted





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 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 technical details

## Datejust

Reference 278275

### Model Case

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**Type**

Oyster, 31 mm, Everose gold

**Diameter**

31 mm

**Material**

Everose gold

**Bezel**

Fluted

**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 kt Everose gold

**Clasp**

Concealed folding Crownclasp

**Dial**

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**Type**

Rosé-colour set with diamonds

**Gem setting**

Diamonds in 18 kt gold settings

**Certification**

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**Type**

Superlative Chronometer (COSC +  
Rolex certification after casing)

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