



Datejust 31

Oyster, 31 mm, Everose gold

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



SILVER DIAL

Floral motif

The floral-motif dials combine three different finishes – sunray, matt and grained.

High-technology finishing techniques were required to create this motif, a shining example of refined dial-making expertise. The textural effects are further enhanced by 24 diamonds of varying sizes, which illuminate the centre of each flower.



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

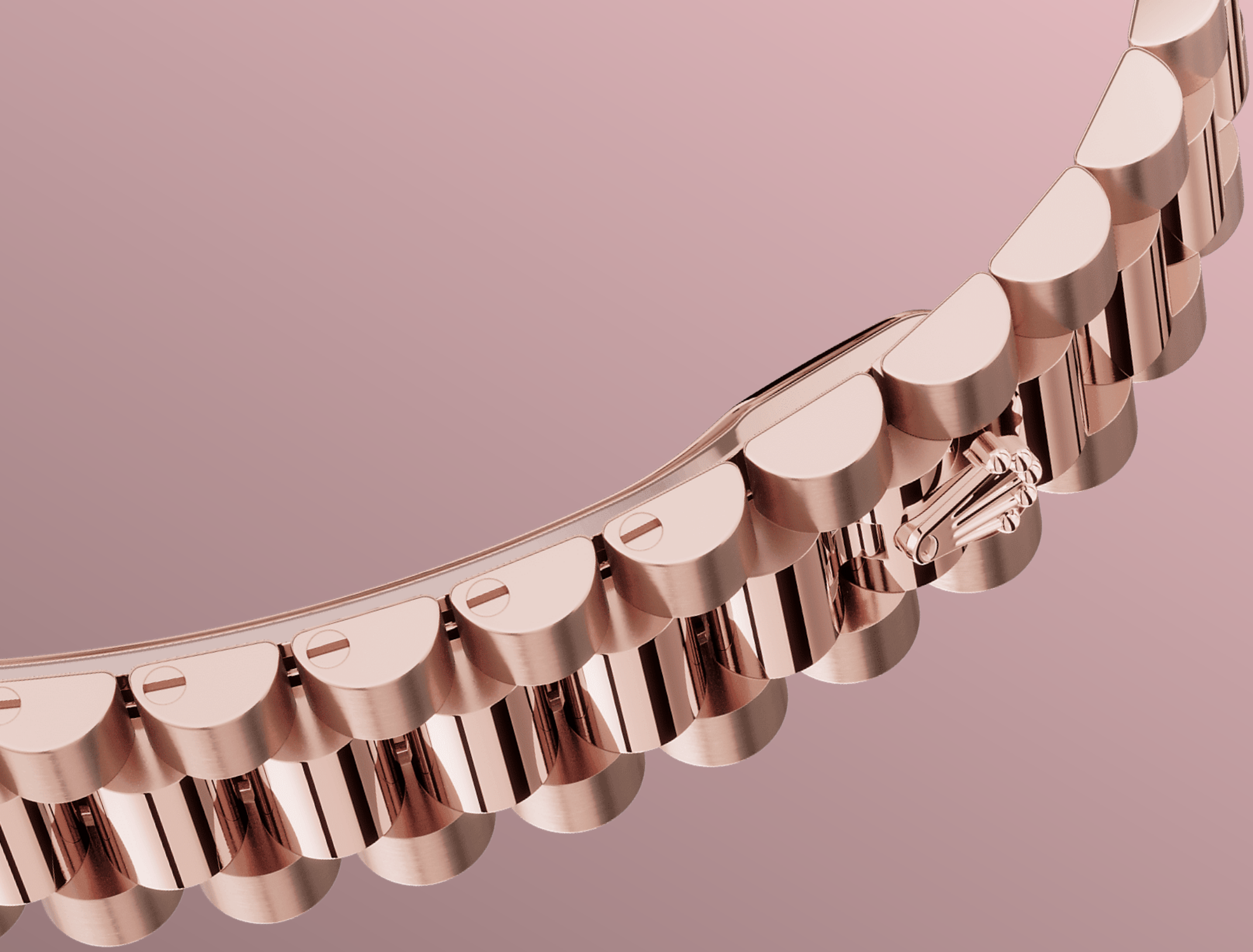


18 KT EVEROSE GOLD

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

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

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

Silver, floral motif set with diamonds

Certification

Type

Superlative Chronometer (COSC + Rolex certification after casing)

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