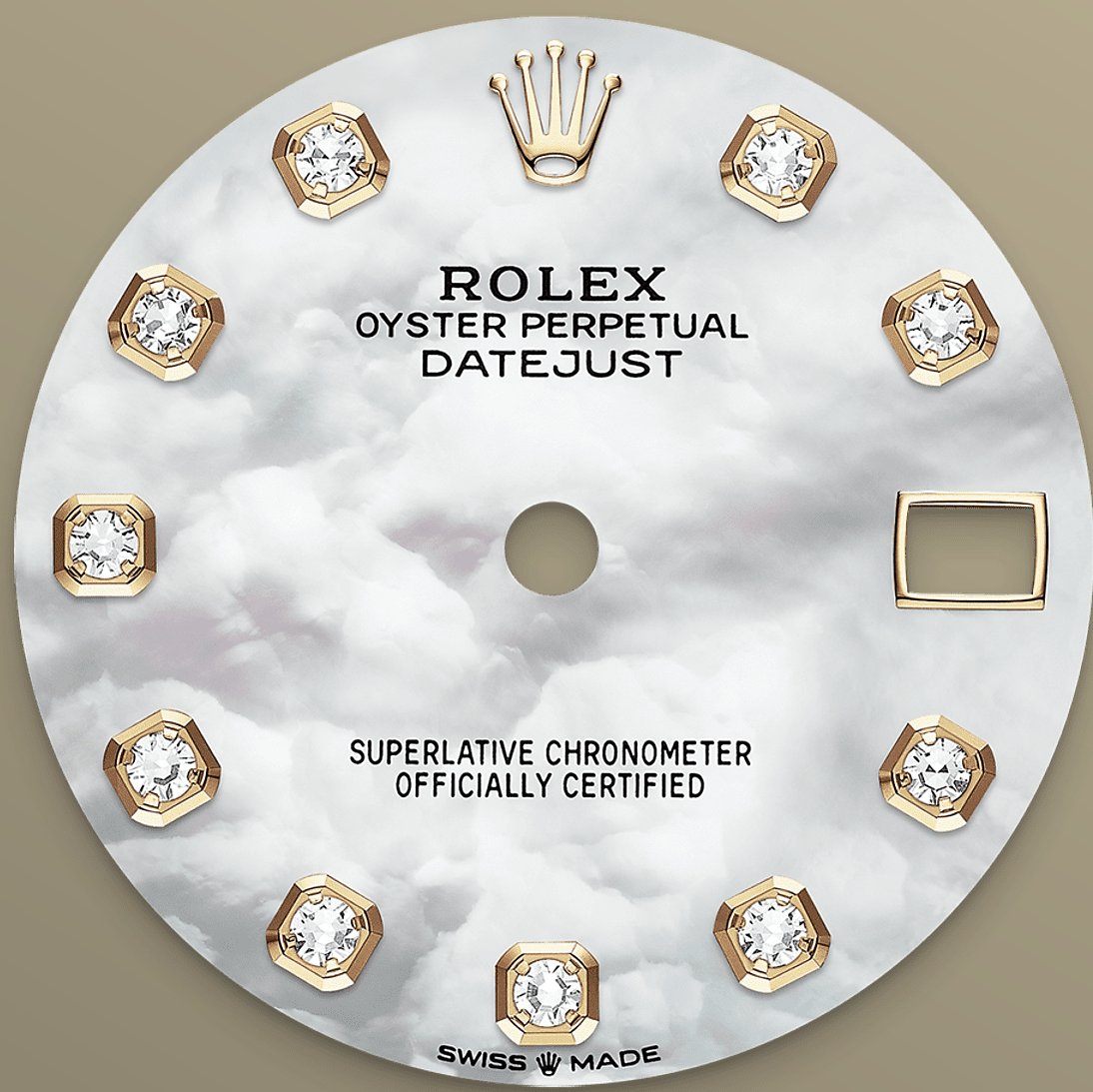




# Datejust 31

Oyster, 31 mm, yellow gold and diamonds

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



MOTHER-OF-PEARL DIAL

# 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







## 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





18 KT YELLOW GOLD

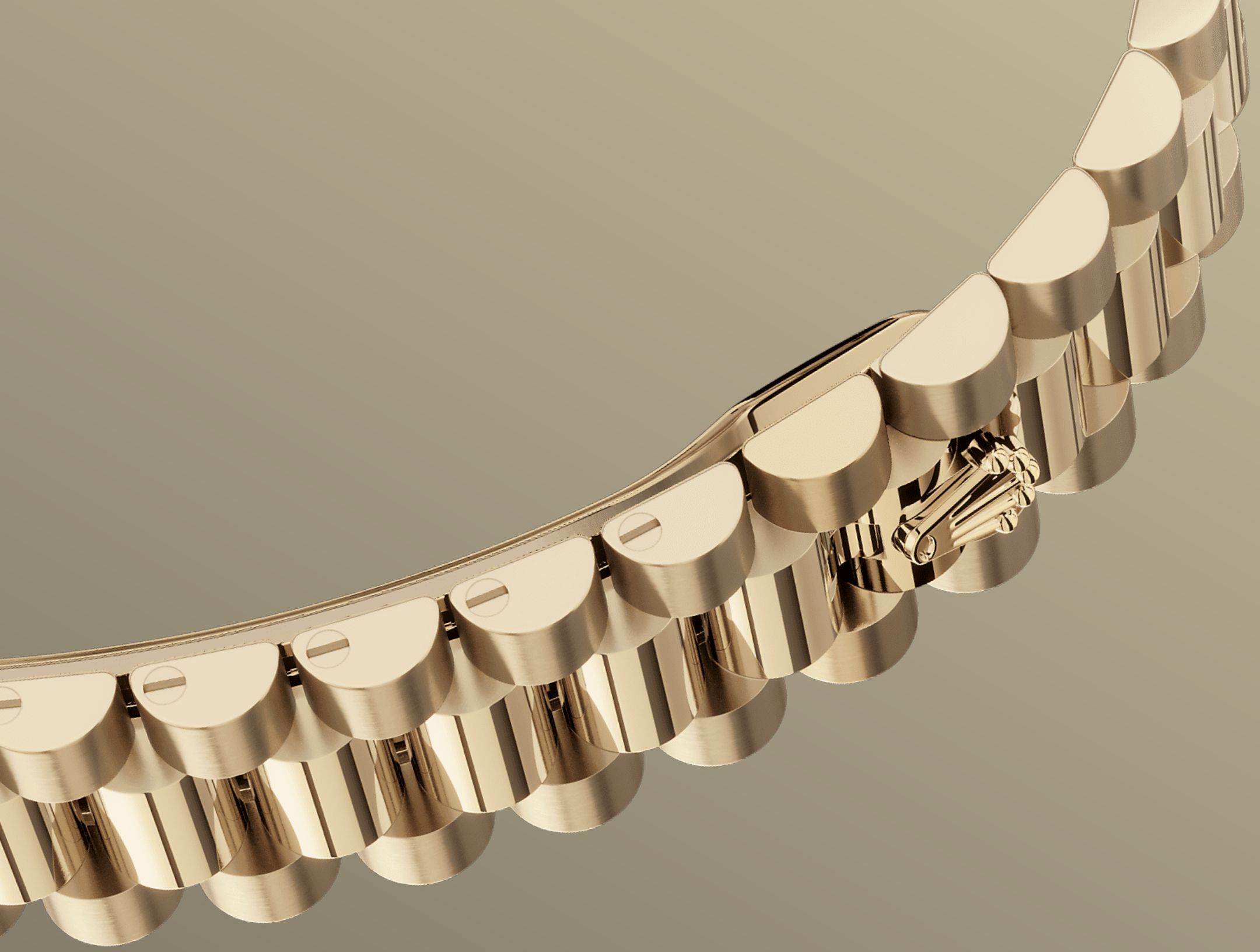
## Commitment to excellence

By operating its own exclusive foundry, Rolex has the unrivalled ability to cast the highest quality 18 kt gold alloys. According to the proportion of silver, copper, platinum or palladium added, different types of 18 kt 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 technical details

## Datejust

Reference 278288RBR

### Model Case

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**Type**

Oyster, 31 mm, yellow gold and diamonds

**Diameter**

31 mm

**Material**

Yellow 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 kt yellow gold

**Clasp**

Concealed folding Crownclasp

**Dial**

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**Type**

White mother-of-pearl 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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