



# Datejust 31

Oyster, 31 mm, white gold and diamonds

**This Oyster Perpetual  
Datejust 31 in 18 kt  
white gold features a  
bright black dial and a  
President bracelet.**



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.



BRIGHT BLACK DIAL

## Limitless freedom

Lacquer combines almost limitless freedom of colour with intensity and a smooth finish. The lacquering technique consists of successively depositing six thin layers of lacquer on a brass base plate.

A colourless varnish is then applied to give the colour or shade all of its depth and shine. Once the varnish is dry, the surface of the dial is polished to magnify the colour; the dial is then ready to be pad printed and receive its appliques.



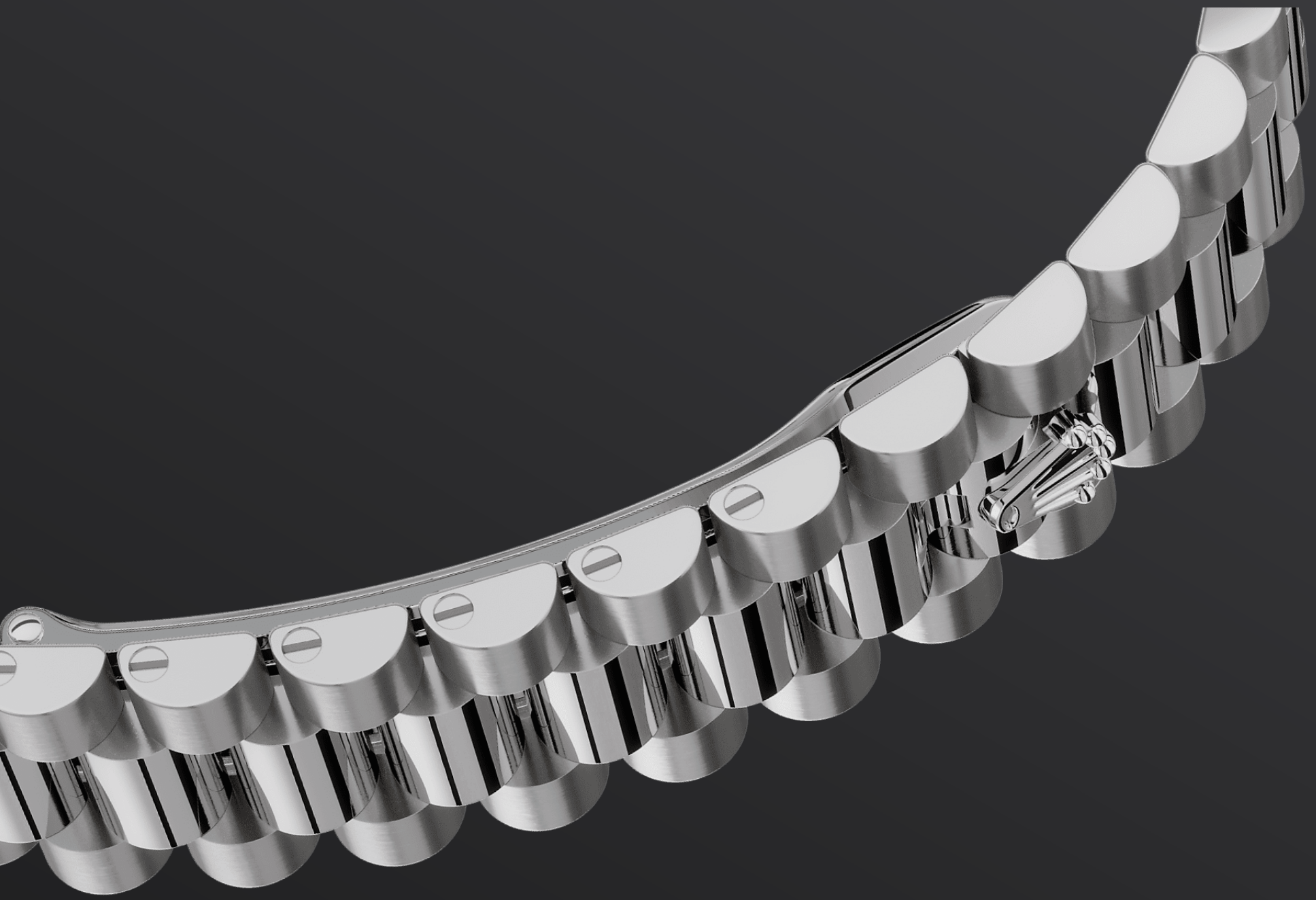
18 KT WHITE GOLD

## 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

formed and shaped with the same painstaking attention to quality. Rolex's commitment to excellence begins at the source.



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 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 kt white gold

### **Clasp**

Concealed folding Crownclasp

## **Dial**

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### **Type**

Bright black

## **Certification**

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### **Type**

Superlative Chronometer (COSC + Rolex certification after casing)

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