



Datejust 31

Oyster, 31 mm, white gold and diamonds

**This Oyster Perpetual
Datejust 31 in 18 kt
white gold features a
red ombré, diamond-set
dial and a President
bracelet.**



RED OMBRÉ DIAL

Continuity of a design

The ombré dial features a coloured surface at the centre, progresses to a deep black around the edge. This dial represents the continuity of a design that Rolex introduced in the 1980s and relaunched in 2019.

The manufacture of these dials with a concentric gradient involves the application of black lacquer, a delicate operation overseen by a specialist whose task it is to ensure the harmonious transition from colour to darkness.



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.



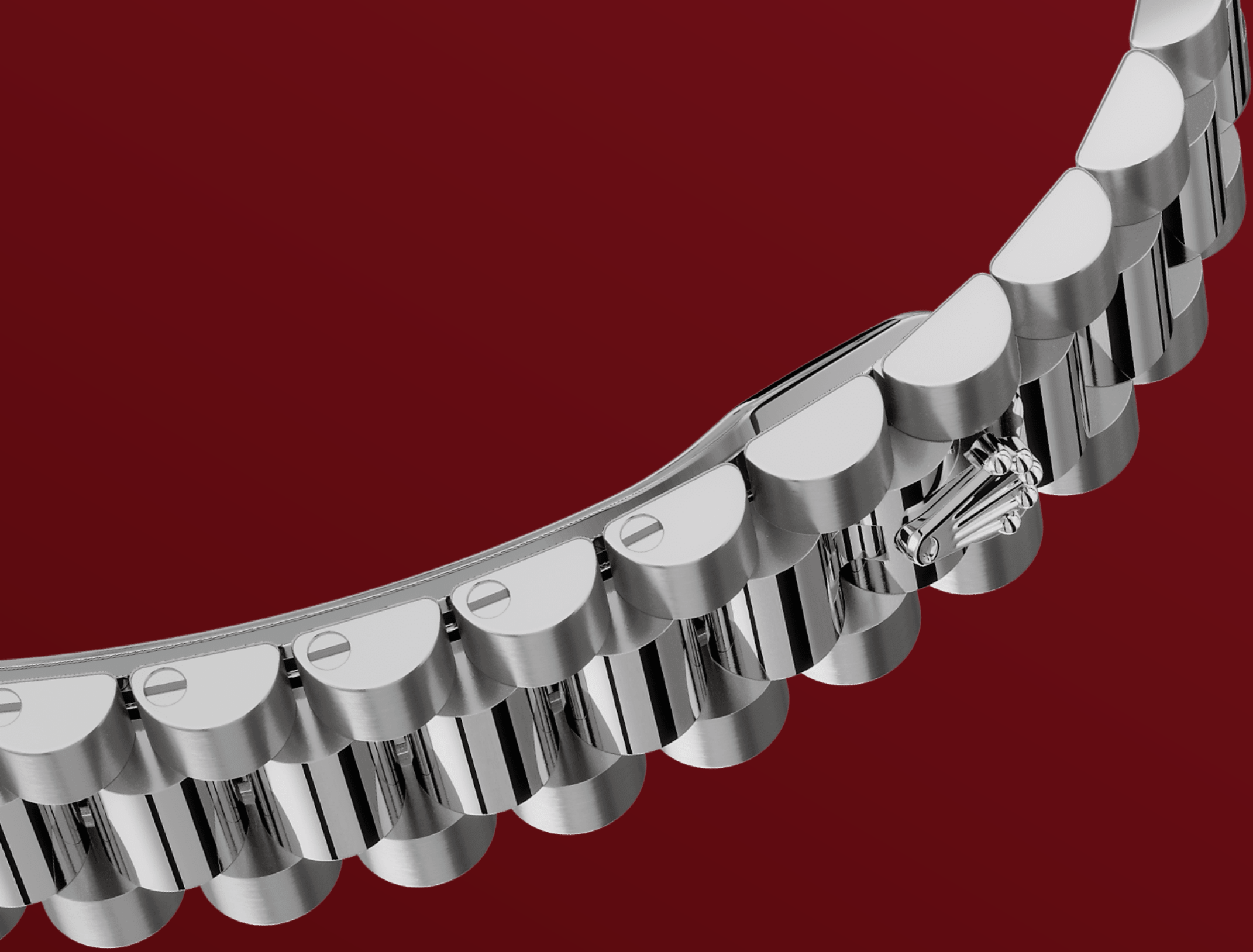
18 KT WHITE GOLD

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

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

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 white gold

clasp

Concealed folding Crownclasp

dial

type

Red ombré set with diamonds

gem-setting

Diamonds in 18 kt gold settings

certification

type

Superlative Chronometer (COSC +
Rolex certification after casing)

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