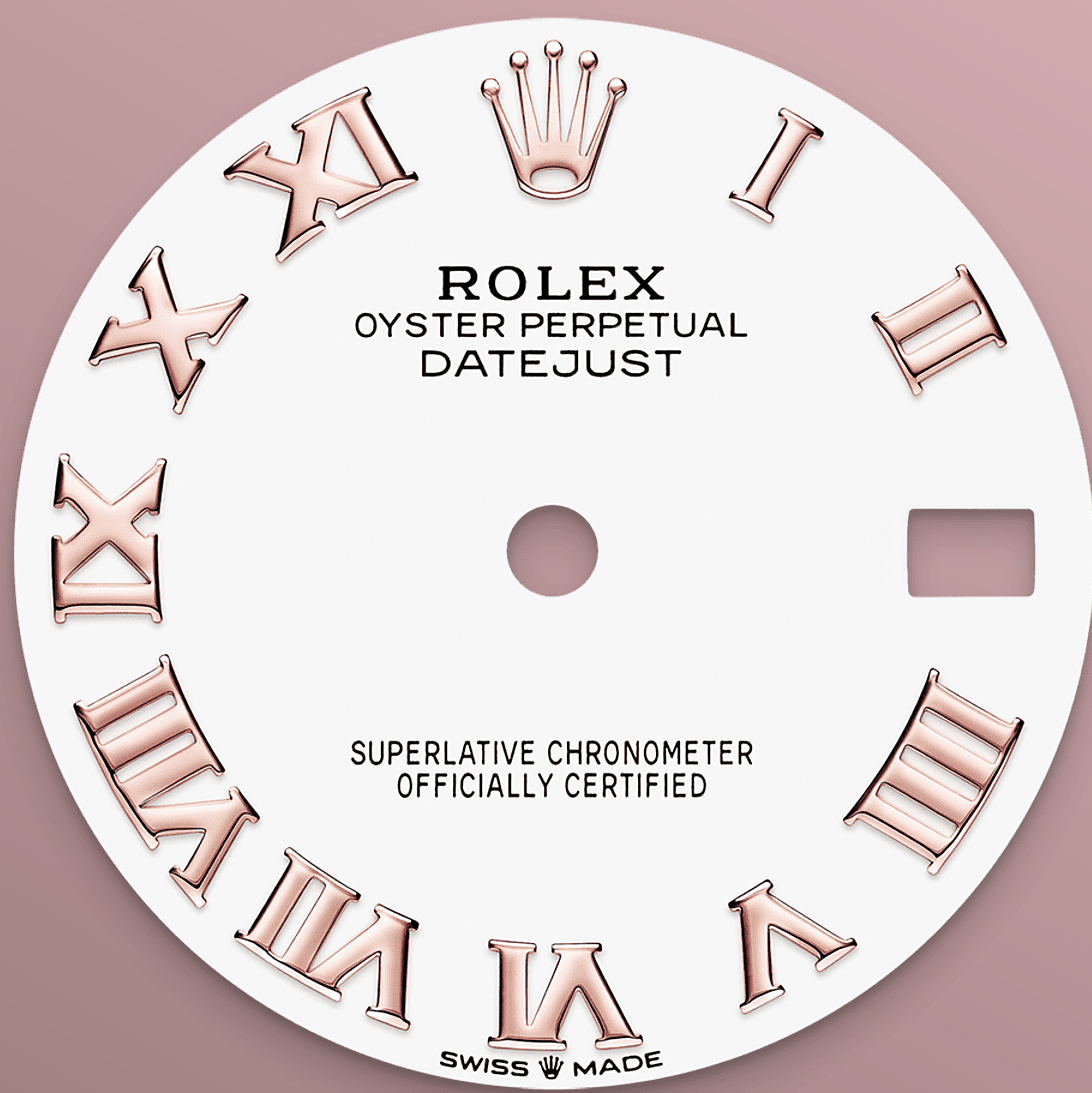




# Datejust 31

Oyster, 31 mm, Everose gold

**This Oyster Perpetual  
Datejust 31 in 18 ct  
Everose gold features a  
white dial and a  
President bracelet.**



WHITE 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.



## 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 CT EVEROSE GOLD

## An exclusive patent

To preserve the beauty of its pink gold watches, Rolex created and patented an exclusive 18 ct pink gold alloy cast in its own foundry: Everose gold.

Introduced in 2005, 18 ct 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 Datejust technical details

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 ct Everose gold

**Clasp**

Concealed folding Crownclasp

**Dial**

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**Type**

White

**Certification**

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**Type**

Superlative Chronometer (COSC +  
Rolex certification after casing)

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