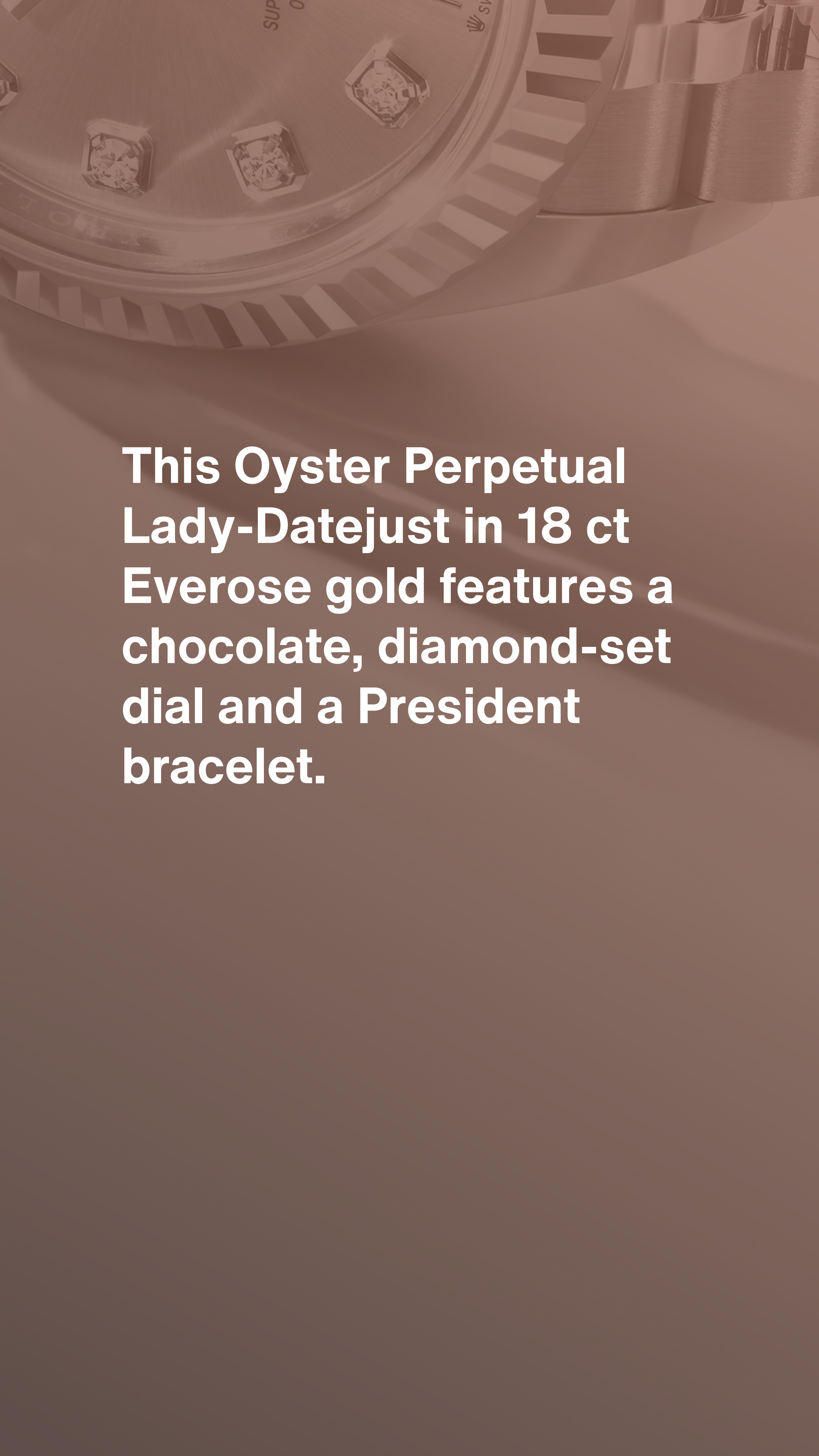




# Lady-Datejust

Oyster, 28 mm, Everose gold and diamonds

A close-up, sepia-toned photograph of a luxury watch. The watch face is visible at the top, featuring a chocolate-colored dial with several large, square-cut diamonds set into it. The bezel is also visible, showing a fluted design. The bracelet, which is a President bracelet, is made of 18 ct Everose gold and is partially visible on the right side. The background is a soft, out-of-focus gradient of the same color.

**This Oyster Perpetual  
Lady-Datejust in 18 ct  
Everose gold features a  
chocolate, diamond-set  
dial and a President  
bracelet.**



## CHOCOLATE DIAL

# A watchmaking technique

This dial features diamonds in 18 ct gold settings and a Roman IX in 18 ct gold, set with 8 diamonds. The sunray finish creates delicate light reflections on many dials in the Oyster Perpetual collection. It is obtained using masterful brushing techniques that create grooves running outwards from the centre of the dial.

Light is diffused consistently along each engraving, creating a characteristic subtle glow

that moves depending on the position of the wrist. Once the sunray finish has been completed, the dial colour is applied using Physical Vapour Deposition or electroplating. A light coat of varnish gives the dial its final look.



#### 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 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

This Lady-Datejust is offered on a prestigious President bracelet. Always in solid gold or platinum, the bracelets benefit from a concealed attachment beneath the bezel which ensures seamless visual continuity between the bracelet and case.

A new-generation concealed Crownclasp, opened with a hinged Rolex crown, adds the final aesthetic and functional touch to these sumptuous bracelets.

# More Lady-Datejust

## technical details

Reference 279135RBR

### Model Case

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#### Type

Oyster, 28 mm, Everose gold and diamonds

#### Diameter

28 mm

#### Material

Everose gold

#### Bezel

Diamond-set

#### 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**

Chocolate set with diamonds

### **Gem setting**

Diamonds in 18 ct gold settings, Roman IX in 18 ct gold set with 8 diamonds

## **Certification**

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### **Type**

Superlative Chronometer (official chronometer certification + Rolex certification after casing)

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