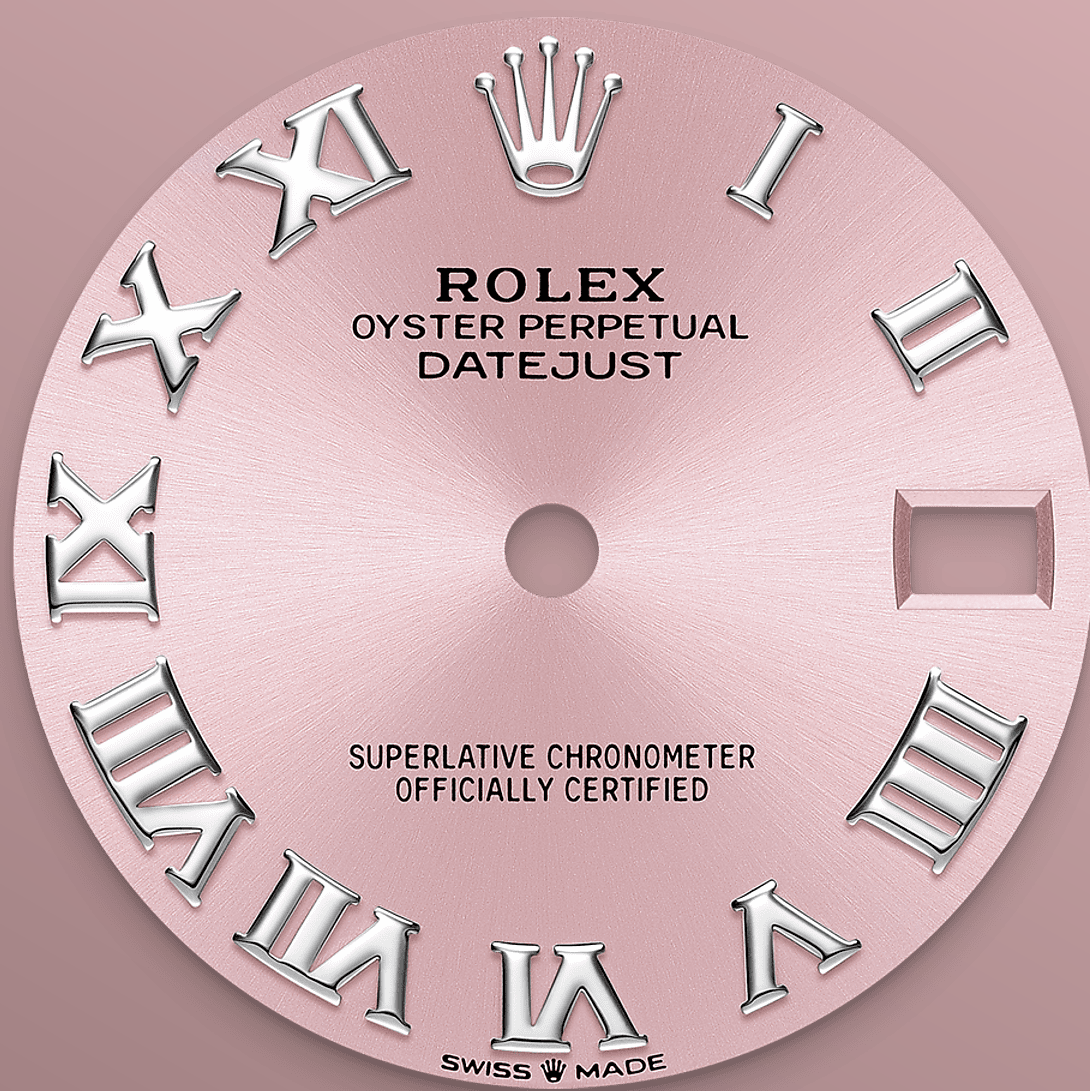




Datejust 31

Oyster, 31 mm, Oystersteel, white gold and diamonds

**This Oyster Perpetual
Datejust 31 in
Oystersteel and white
gold features a pink dial
and an Oyster bracelet.**

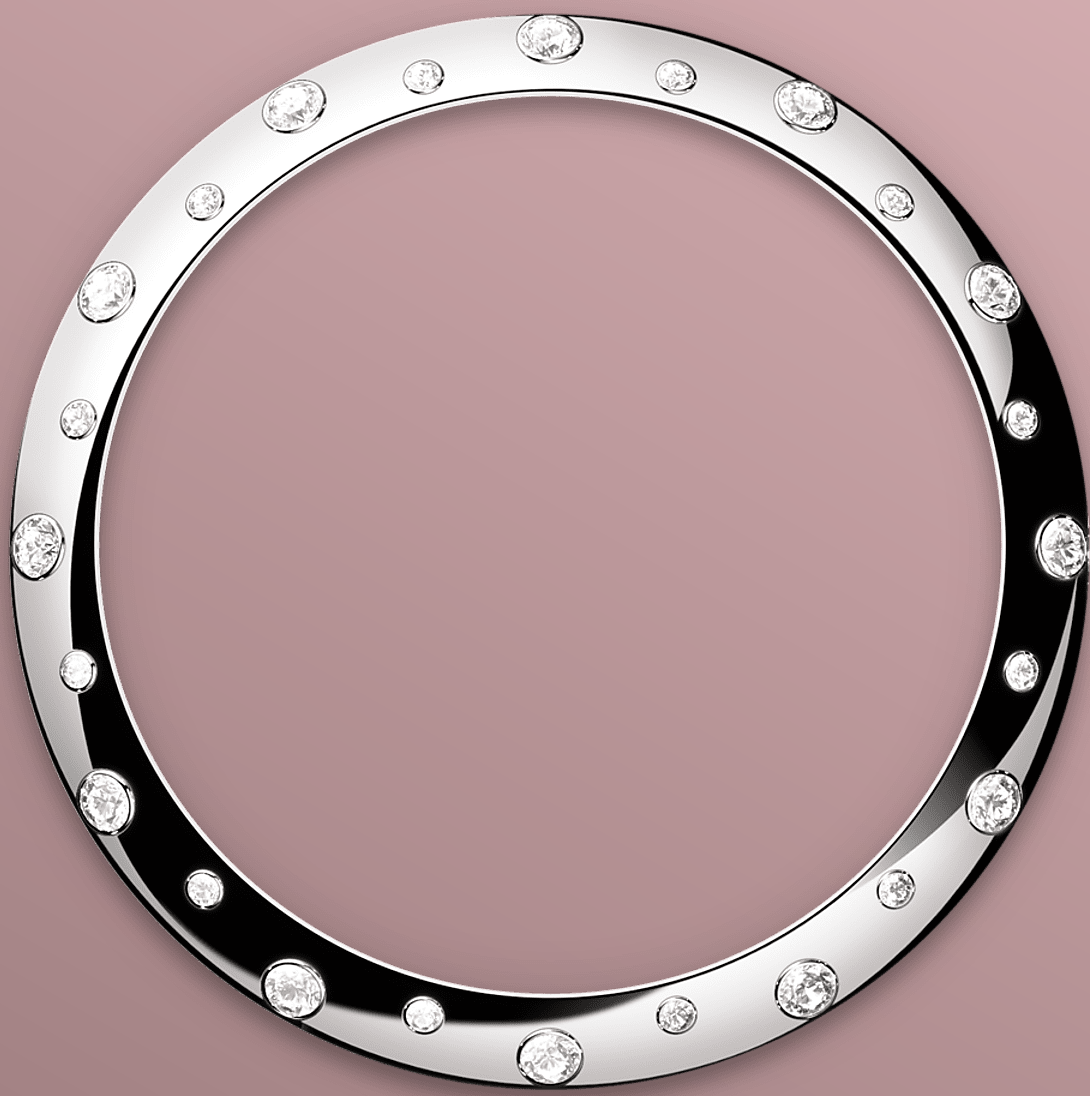


PINK DIAL

A watchmaking technique

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



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

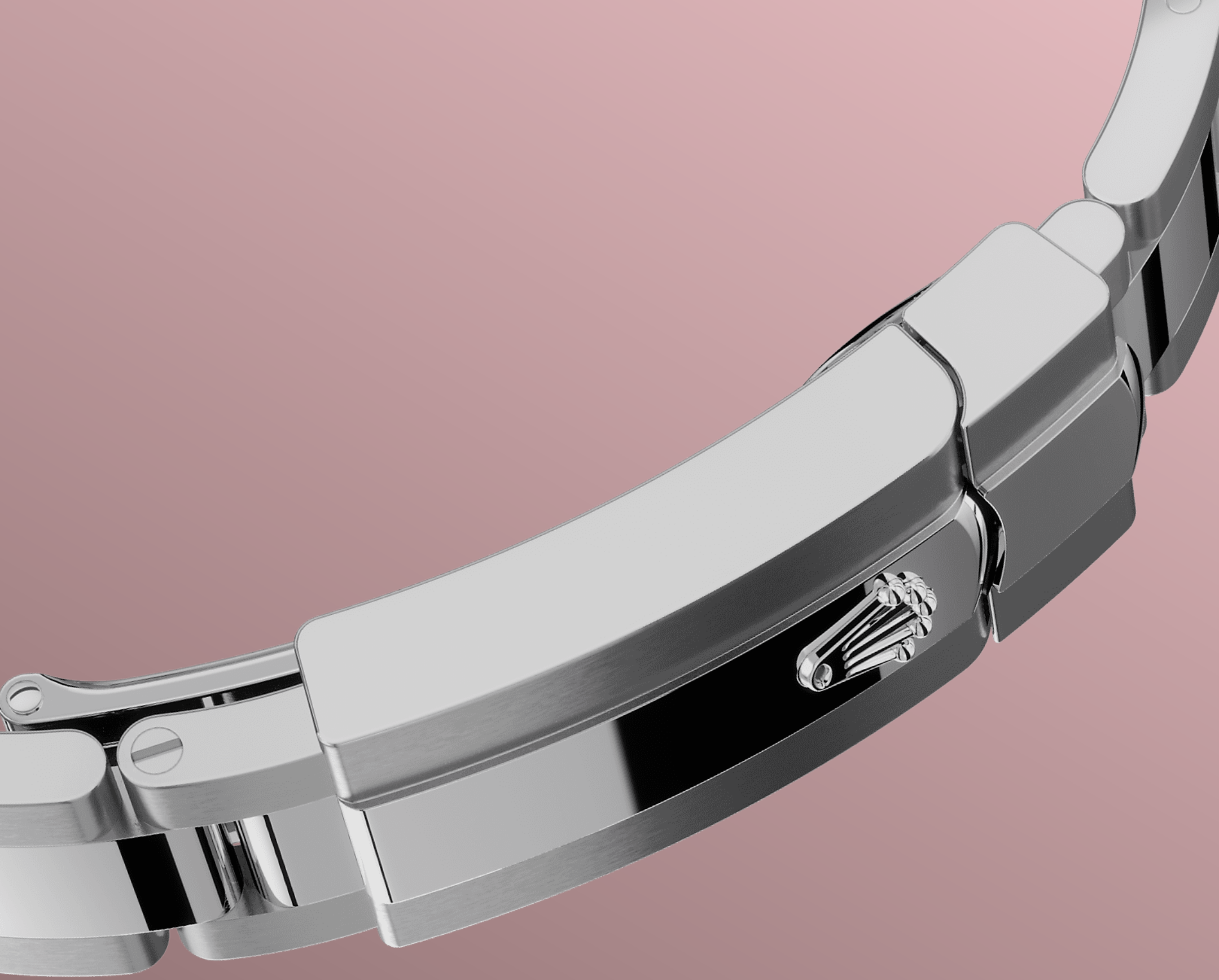


WHITE ROLESOR

A meeting of two metals

Gold is coveted for its lustre and nobility. Steel reinforces strength and reliability. Together, they harmoniously combine the best of their properties.

A true Rolex signature, Rolesor has featured on Rolex models since the early 1930s, and was trademarked as a name in 1933. It is one of the prominent pillars of the Oyster Perpetual collection.



THE OYSTER BRACELET

Alchemy of form and function

The Oyster bracelet is a perfect alchemy of form and function, aesthetics and technology, designed to be both robust and comfortable.

It is equipped with an Oysterclasp and the Easylink comfort extension link, also exclusive to Rolex. This ingenious system allows the wearer to increase the bracelet length by approximately 5 mm, providing additional comfort in any circumstance.

more technical-details

Datejust

reference 278344RBR

model-case

type

Oyster, 31 mm, Oystersteel, white gold and diamonds

diameter

31 mm

material

White Rolesor

bezel

Domed, 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

Oyster, three-piece solid links

clasp

Folding Oysterclasp with Easylink 5
mm comfort extension link

bracelet-material

Oystersteel

dial

type

Pink

certification

type

Superlative Chronometer (COSC +
Rolex certification after casing)

explore-title

explore-text

explore-text-2

