



Lady-Datejust

Oyster, 28 mm, yellow gold and diamonds

**This Oyster Perpetual
Lady-Datejust in 18 kt
yellow gold features a
diamond-paved dial and
a diamond-set President
bracelet.**



DIAMOND-PAVED DIAL

Optimal brilliance

Diamonds, sapphires, rubies, emeralds – the noblest and most precious stones are selected to grace Rolex timepieces. The brand has in-house expertise and equipment enabling it to bejewel any model in its catalogue.

Experienced gemmologists first select gemstones of the highest quality. For this, they can rely on their own seasoned judgement as well as state-of-the-art analysis equipment. The stones are then entrusted to the gem-setters, who skilfully place each precious stone onto the watch by hand, one



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

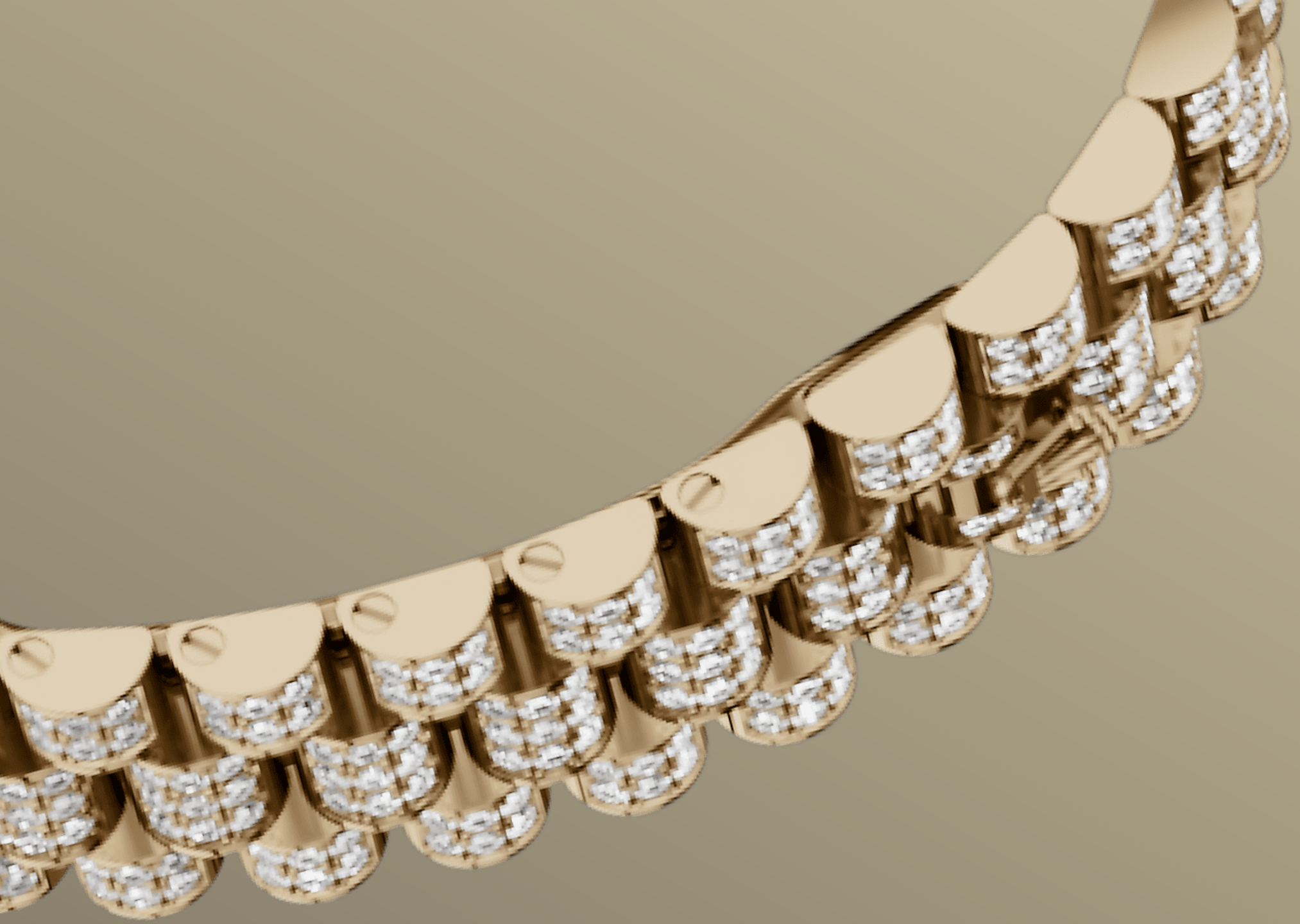


18 KT YELLOW GOLD

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



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 technical-details

Lady-Datejust

reference 279458RBR

model-case

type

Oyster, 28 mm, yellow gold and diamonds

diameter

28 mm

material

Yellow gold

bezel

Set with 44 brilliant-cut 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, three-piece solid links,
set with 596 brilliant-cut diamonds

bracelet-material

18 kt yellow gold

clasp

Concealed folding Crownclasp

dial

type

Diamond-paved

gem-setting

Diamond-paved dial, set with 291
diamonds

certification

type

Superlative Chronometer (COSC +
Rolex certification after casing)

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