Datejust 31

Oyster, 31 mm, yellow gold and diamonds

This Oyster Perpetual Datejust 31 in 18 ct yellow 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.

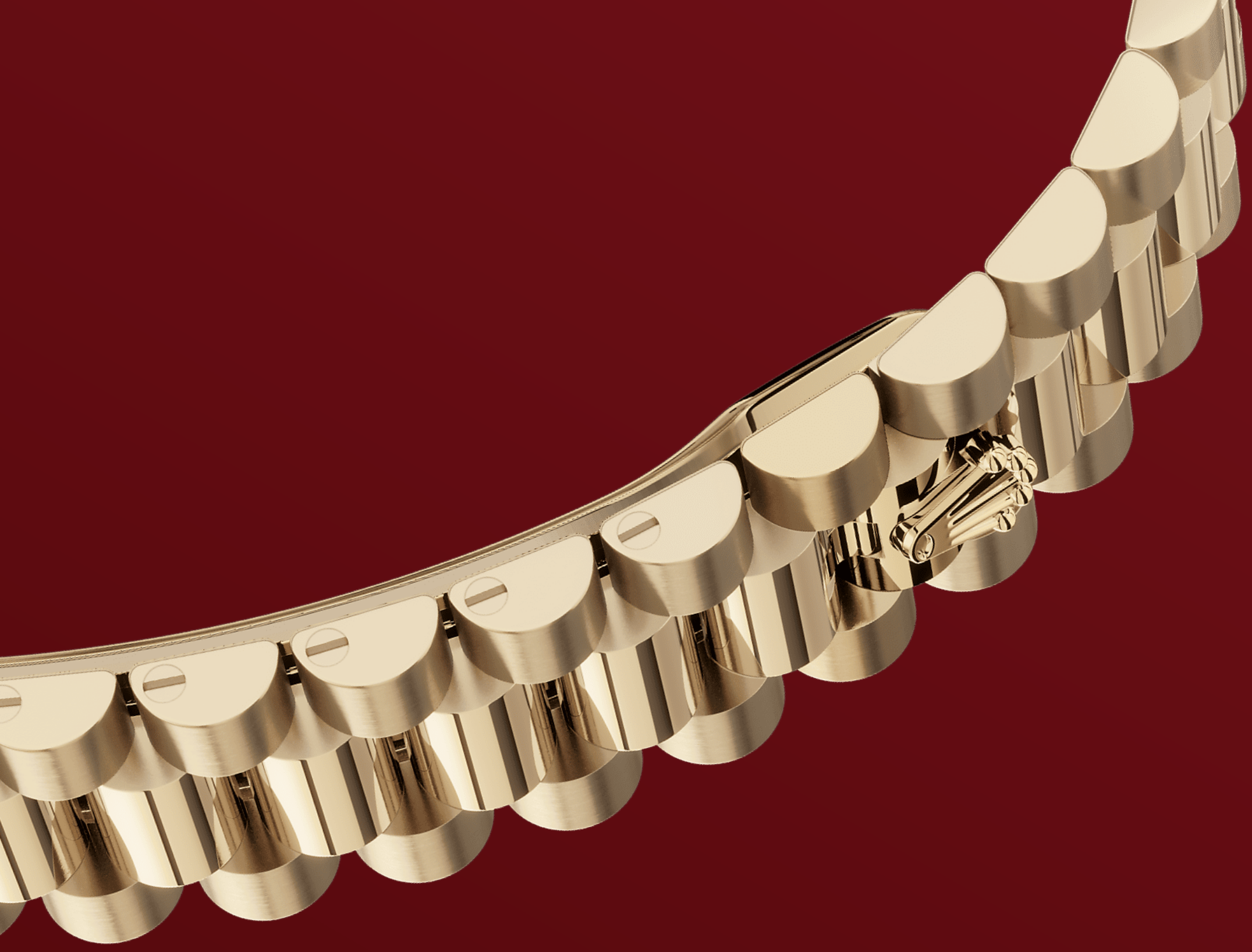
18 CT YELLOW GOLD

Commitment to excellence

By operating its own exclusive foundry, Rolex has the unrivalled ability to cast the highest quality 18 ct gold alloys. According to the proportion of silver, copper, platinum or palladium added, different types of 18 ct 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 Datejust technical details

Reference 278288RBR

Model Case

Type
Oyster, 31 mm, yellow gold and diamonds

Diameter
31 mm

Material
Yellow 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 ct yellow gold

Clasp
Concealed folding Crownclasp

Dial

Type
Red ombré set with diamonds

Gem setting
Diamonds in 18 ct gold settings

Certification

Type
Superlative Chronometer (COSC + Rolex certification after casing)

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