



The Oyster Perpetual
LADY-DATEJUST



Oyster, 31 mm, steel, Everose gold and diamonds

DATEJUST 31

The Oyster Perpetual Lady-Datejust concentrates all the attributes of the iconic Rolex Datejust in its smaller 26 mm case. The timeless elegance of this gem for daily wear is enhanced by dials of subtle and shimmering colour, by noble materials and sparkling diamonds.



Reference

178341

MODEL CASE

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Oyster, 31 mm, steel, Everose gold and diamonds

OYSTER ARCHITECTURE

Monobloc middle case, screw-down case back and winding crown

DIAMETER

31 mm

MATERIAL

Everose Rolesor - combination of 904L steel and 18 ct Everose gold

BEZEL

Domed, set with diamonds

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

MOVEMENT

Perpetual, mechanical, self-winding

CALIBRE

2235, Manufacture Rolex

FUNCTIONS

Centre hour, minute and seconds hands. Instantaneous date with rapid setting. Stop-seconds for precise time setting

WINDING

Bidirectional self-winding via Perpetual rotor

BRACELET

BRACELET

Oyster, flat three-piece links

BRACELET MATERIAL

Everose Rolesor - combination of 904L steel and 18 ct Everose gold

CLASP

Folding Oysterclasp with Easylink 5 mm comfort extension link

DIAL

DIAL

Chocolate set with diamonds

GEM-SETTING

gem_settings/chocolate_roman_vi_11d

CERTIFICATION

Superlative Chronometer (COSC + Rolex certification after casing)

Style of the Datejust 31

ENDLESS WONDER

The 31 mm case gives the Datejust 31 a striking, elegant appearance that is accentuated by the range of different bezels: domed, fluted, graced with brilliants or gem-set with diamonds. The Datejust 31 is available in a variety of materials – 904L steel, 18 ct yellow, white or Everose gold as well as 950 platinum – and a wide choice of enchanting dials with refined colours and decorations, each displaying its own unique character.

In mother-of-pearl, with elaborate patterns – including champagne, pink or rhodium floral motifs – or paved with diamonds, the dials take on delicate shades of endlessly shimmering colour.





Style of the Datejust 31

THE ART AND CRAFT OF ROLEX DIALS

Dial creation is nothing less than a true metier d'art. Very few watchmaking companies besides Rolex master all the aspects of dial creation in-house. Mother-of-pearl, gold, meteorite and diamonds are just some of the fine materials used to ensure the beauty and individual character of each Rolex dial. Some are embellished with subtle sun or sand-blasted finishes, some are beautifully lacquered.

Decors in relief are crafted through machining or electroforming. The applique hour markers – from gem-set to luminescent, from Arabic to Roman numerals – are always in 18 ct gold and affixed by hand. The final touch is the most significant of all: the placing of the appliqué Rolex crown.

Function of the Datejust 31

WHAT A DIFFERENCE A DATE MAKES

Influenced by the pioneering Datejust, the date on the Datejust 31 is displayed in a window at 3 o'clock and changes instantaneously at midnight in a few thousandths of a second. The Cyclops lens on the crystal, invented by Rolex in 1953, magnifies the date for easy reading.





Spirit of the Datejust 31

THE FIRST DATEJUST

The Datejust, introduced in 1945, was the first wristwatch to display the date through an aperture on the dial. Its unique magnifying Cyclops eye, added several years later, became recognised as a Rolex standard. Admired for its classic design, the Datejust has become an iconic symbol of style.



Features

OYSTER BRACELET

The Oyster bracelet is a perfect alchemy of form and function, aesthetics and technology. First introduced in the late 1930s, this particularly robust and comfortable metal bracelet with its broad, flat three-piece links remains the most universal bracelet in the Oyster collection.





Features

EVERY DATEJUST 31 IS A CANVAS

At Rolex, gem-setting is a work of art. Diamonds are carefully selected using state-of-the-art technology then set by master craftsmen and craftswomen. Rolex maintains the highest standards for every stone used. With great care and dedication, a Rolex gem-setter adds to the beauty of the watch and to the beauty of the stones themselves – creating a work that is greater than the sum of its parts.



Features

2235 MOVEMENT

Calibre 2235 is a self-winding mechanical movement entirely developed and manufactured by Rolex. Like all Rolex Perpetual movements, the 2235 is a certified Swiss chronometer, a designation reserved for high-precision watches that have successfully passed the Swiss Official Chronometer Testing Institute (COSC) tests. Its architecture, in common with all Oyster watch movements, makes it singularly reliable.

Features

SUPERLATIVE CHRONOMETER

The green seal accompanying every Rolex watch is a symbol of its status as a Superlative Chronometer. This exclusive designation attests that it has successfully undergone a series of specific final controls by Rolex in its own laboratories according to its own criteria, in addition to the official COSC certification of its movement. This unique testing of the chronometric precision of the cased-up movement, as well as of the watch's waterproofness, self-winding and power reserve, pushes back the boundaries of performance and makes Rolex the benchmark for excellence in mechanical watches. The green seal is coupled with a five-year guarantee which applies to all Rolex models.





Where to buy a Rolex

THE OFFICIAL ROLEX RETAILER

Only official Rolex retailers, distinguishable by this official green plaque, are allowed to sell and maintain a Rolex. With the necessary skills, technical know-how and special equipment, they guarantee the authenticity of each and every part of your Rolex, not to mention its reliability over time, helping you make the choice that will last a lifetime.



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