

The Oyster Perpetual
LADY-DATEJUST 28




ROLEX

Oyster, 28 mm, Everose gold and diamonds
LADY-DATEJUST 28

The Oyster Perpetual Lady-Datejust concentrates all the attributes of the iconic Rolex Datejust in its smaller 28 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

279135RBR

MODEL CASE

MODEL CASE

Oyster, 28 mm, Everose gold and diamonds

OYSTER ARCHITECTURE

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

DIAMETER

28 mm

MATERIAL

18 ct Everose gold

BEZEL

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

2236, 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

POWER RESERVE

Approximately 55 hours

PRECISION

-2/+2 sec/day, after casing

BRACELET

BRACELET

President, semi-circular three-piece links

BRACELET MATERIAL

18 ct Everose gold

CLASP

Concealed folding Crownclasp

DIAL

DIAL

Chocolate set with diamonds

GEM-SETTING

Diamonds in 18 ct gold settings

CERTIFICATION

CERTIFICATION

Superlative Chronometer (COSC + Rolex certification after casing)

Style of the Lady-Datejust 28

THE ARCHETYPE OF A LADY'S CLASSIC

At Baselworld 2015, Rolex introduced the new generation of its Oyster Perpetual Lady-Datejust model, featuring a redesigned case enlarged to 28 mm with a broad, clear dial, and a President or Jubilee bracelet closely integrated into the Oyster case. Veritable signature of its renewal, the Lady-Datejust 28 is offered exclusively in 950 platinum or in 18ct yellow or Everose gold.





Function of the Lady-Datejust 28

WHAT A DIFFERENCE A DATE MAKES

In the earliest models of the Datejust, the date would begin to change hours before its midnight rendezvous. In 1955, the date-change mechanism was adapted to operate instantaneously and the date aperture was enhanced with a Cyclops lens that magnifies the date for easy reading.

Spirit of the Lady-Datejust 28

THE FIRST DATEJUST

In 1945, at the dawn of a new era of prosperity, Rolex launched the first Datejust. The inaugural model with its waterproofness, streamlined elegance and date aperture on the face of the watch, was a timepiece ahead of its time.

The Lady-Datejust, which appeared in the late 1950s, was the first ladies' version of this date chronometer, carrying its heritage of timeless elegance and functionality in a more exquisite size.





Features

EMBLEMATIC DIALS

The Lady-Datejust 28 stands out for its elaborate dials, a singular combination of high-technology and traditional know-how. Gem-set hour markers enhance the elegance and femininity of this exquisite model. These exclusive watch faces demonstrate Rolex's unique expertise in the art of dial making.



Features

GOLD BY ROLEX

The 18 ct gold of Rolex watches shines with a special radiance. This is due to the high-purity alloys created by the brand in its own foundry and the meticulous care with which they are cast before being formed, machined and polished in its workshops. Everose, an exclusive pink gold alloy patented by Rolex, owes its unique colour to its special composition that preserves the pink colour over time.



Features

PRESIDENT AND JUBILEE BRACELETS

The Lady-Datejust 28 is offered on a prestigious President bracelet, or on an elegant Jubilee bracelet with a redesigned profile. Both of these solid gold or platinum 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.



Features

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Lady-Datejust's Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness, proportion and elegance. The characteristically shaped middle case is crafted from a solid block of 950 platinum or 18ct gold. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. The winding crown, fitted with the Twinlock double waterproofness system, screws down securely against the case. The crystal, with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire. The waterproof Oyster case provides optimal protection for the Lady-Datejust's high-precision movement.



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.



Find your retailer on [rolex.com](https://www.rolex.com)



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