

A refreshing face for the classic timepiece



ROLEX NEW WATCHES 2022

Oyster Perpetual Datejust 31

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Rolex unveils three new versions of the Oyster Perpetual Datejust 31, flaunting a fresh design that reimagined the classic timepiece.

The quintessential classic watch, the Datejust maintains its functions and aesthetic characteristics that make this model so distinct and one that, since its launch in 1945, never goes out of fashion. This year's Datejust 31 model, while still embodying the classic, timeless style that makes the Datejust distinctive, brings a refreshing face with its striking floral-motif dials.

The Oyster Perpetual Datejust 31 stands out with an original dial design called the 'floral motif' that calls to mind wild summer meadows. Offered on an azzurro blue, olive-green or silver dial, the new dial motif depicts 24 flowers with distinct finishes: either sunray, matt or grained.

Each flower is lit at the center by a twinkling diamond set at the base of the petals. Here featured with an azzurro blue dial, this version of the new timepiece with its distinctive fluted bezel, features a white Rolesor case and Oyster bracelet.

Rolesor is a signature feature of Rolex since 1933 that combines 18 ct gold and Oystersteel on its watch. The marriage of the two metals — one is precious and attractive

for its luster while the other is highly resistant to corrosion that ensures its strength — also signifies the elegance and durability that make up a Rolex watch. The new white Rolesor version of the Datejust 31 has a fluted bezel in white gold and a winding crown, middle case, bracelet, and clasp in Oystersteel.

Rolex's Oyster bracelet is a three-piece link bracelet that was first revealed in the late-1930s. It is still the most universal bracelet in the Oyster Perpetual collection and known for its robustness. The Oyster bracelet on the white Rolesor version is set with a folding Oysterclasp and Easylink comfort extension link. The system by Rolex makes the adjustment of the bracelet length by around 5 mm easier for the wearer.

The new Datejust 31 also comes in a version with olive-green, floral-motif dial and is crafted from 18 ct yellow gold. It shines with 46 brilliant-cut diamonds on the bezel and is equipped with a President bracelet.

The three-piece link President bracelet is designed especially for the launch of the Oyster Perpetual Day-Date in 1956. It is made only from 18 ct gold or 950 Platinum and reserved exclusively for the Day-Date and precious metal versions of the Datejust. The President

bracelet of the 18 ct yellow gold wristwatch comprises an elegant concealed folding Crownclasp attachment system that ensures visual continuity between the bracelet and the case, and includes ceramic inserts in the links for improved flexibility and longevity and making it even more comfortable on the wrist.

The third version of the new Datejust 31 is styled with a silver-motif dial and features an Everose Rolesor version. Its bezel also has 46 brilliant-cut diamonds and is held by a Jubilee bracelet.

On the new Everose Rolesor version, the bezel, winding crown, and ceramic center links of the bracelet are in Everose gold. The case and outer links of the bracelet are in Oystersteel.

The five-piece link Jubilee bracelet, which holds this new timepiece, is made especially for the Oyster Perpetual Datejust that was launched in 1945. The Crownclasp is also present on the Jubilee bracelet.

All these new versions of the Datejust 31 are equipped with calibre 2236, a movement developed and manufactured by Rolex. It was released in 2014 and has been fitted on this watch model since 2018.

At the forefront of watchmaking technology, calibre 2236 empowers the watches to display the hours,

minutes, seconds, and date. This self-winding mechanical movement provides exceptional performance in terms of precision, power reserve, resistance to shocks, reliability, and convenience.

In addition, the new Datejust 31 has a 31 mm Oyster case that is guaranteed waterproof to a depth of 100 meters or 330 feet. The timepiece's waterproof Oyster case thus delivers optimum protection for the watch's movement.

And like every watch of Rolex, the new Datejust 31 is also covered by the Superlative Chronometer certification.

Redefined by Rolex in 2015, this designation shows that the watch has successfully undergone a series of tests performed by Rolex in its laboratories and according to its criteria. The certification ensures excellent performance of the new Datejust 31 on the wrist.

The Oyster Perpetual Datejust, the archetype of the classic Rolex watch, was first created in 1945. It was the first self-winding waterproof chronometer wristwatch to display the date in a window at 3 o'clock on the dial — giving Datejust its name. With its timeless aesthetics and functions, the Datejust has become a watchmaking icon and one of Rolex's most recognizable timepieces.



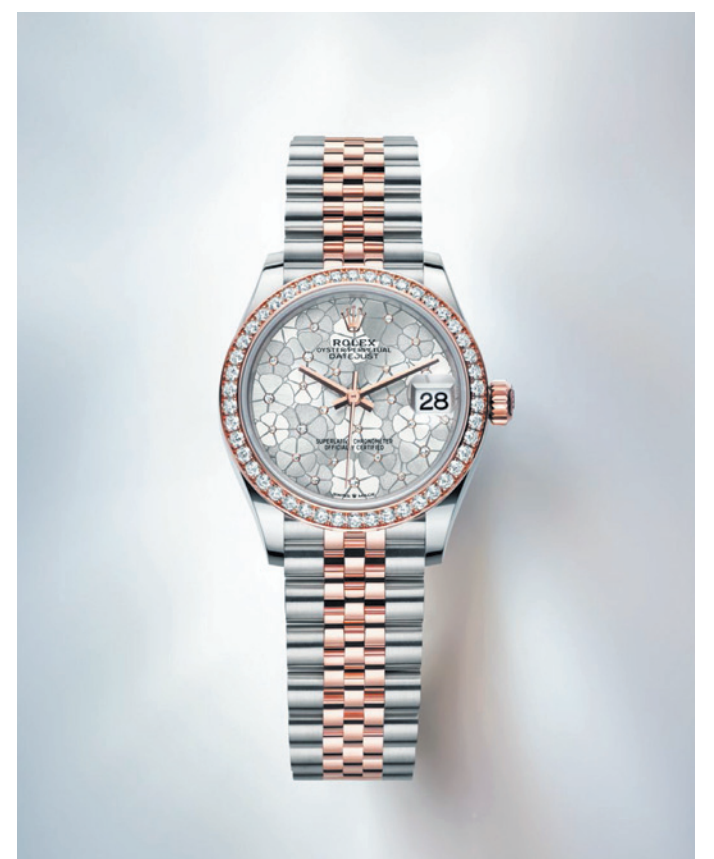
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Close-up of the bezel



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Perpetual Calibre 2236



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