

*The Oyster Perpetual*  
LADY-DATEJUST 28



  
**ROLEX**

*Oyster, 28 mm, steel and white gold*  
LADY-DATEJUST 28

The elegant design and Cyclops eye magnifying the date have made the Oyster Perpetual Datejust, originally introduced in 1945, one of the world's most recognizable watches.



## Reference

279174

### MODEL CASE

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#### MODEL CASE

Oyster, 28 mm, steel and white gold

#### OYSTER ARCHITECTURE

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

#### DIAMETER

28 mm

#### MATERIAL

White Rolesor - combination of 904L steel and 18 ct white gold

#### BEZEL

Fluted

#### 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

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#### 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

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#### BRACELET

Jubilee, five-piece links

#### BRACELET MATERIAL

904L steel

#### CLASP

Concealed folding Crownclasp

### DIAL

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#### DIAL

Pink

### CERTIFICATION

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#### CERTIFICATION

Superlative Chronometer (COSC + Rolex certification after casing)



*Style of the Datejust 36*

## THE CLASSIC WATCH OF REFERENCE

The Datejust 36 is the modern archetype of the classic watch, thanks to aesthetics and functions that transcend changes in fashion. Aesthetically, the Datejust 36 has spanned eras, while retaining the enduring codes that make it, notably in its traditional versions, one of the most recognised and recognisable of watches.



### *Function of the Datejust 36*

## WHAT A DIFFERENCE A DATE MAKES

The Datejust 36 was the first self-winding waterproof chronometer wristwatch to display the date in a window at 3 o'clock on the dial – hence its name. In the earliest models, 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, magnifying the date for easy reading.





*Spirit of the Datejust 36*

## HISTORY OF THE DATEJUST

The Datejust 36, 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 36 has become an iconic symbol of style.

## *Features*

### TWINLOCK WINDING CROWN

The screw-down winding crown and the case with screw-down back form the core of the Oyster. Created by Rolex in 1953, the Twinlock system ensures that the screw-down crown is water-resistant thanks to two sealed zones, one inside the tube of the crown, the other inside the winding crown itself. This system is used on all the watches in the Oyster collection that are guaranteed waterproof to 100 metres (330 feet).









*Features*

## THE CYCLOPS LENS

The Cyclops lens enhances the date aperture, magnifying the date display for easy reading. It is one of the most distinctive Rolex features, and one of the most recognisable.





### *Features*

## JUBILEE BRACELET

The Jubilee, a supple and comfortable five-piece link metal bracelet, was designed and made especially for the launch of the Oyster Perpetual Datejust 36 in 1945. The Jubilee is fitted with a concealed Crownclasp.



### *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*

# THE OYSTER CASE

The Oyster case is one of the foundations of the reputation for excellence of Rolex watches. Invented by Rolex in 1926, it was the world's first waterproof case for a wristwatch thanks to its patented system of screwing down the bezel, case back and winding crown against the middle case.

Like the mollusc, the Rolex Oyster is robust and clamped shut. It provides a hermetic environment that protects the high-precision Perpetual movement from water, dust, or pressure.





### *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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