



OYSTER PERPETUAL
DAY-DATE

THE REALIZATION OF AN IDEAL

When midnight strikes, the Oyster Perpetual Day-Date forms a bridge between past and future, between what has been achieved and what remains to be lived. Since 1956, it has borne witness to the greatest moments in history on the wrist of visionaries, virtuosos and pioneers. Those who make each day a promise for the future.



TIMELESS PRESTIGE

Decades come and go, but the Day-Date remains at the cutting edge of modernity. It has accompanied generations of eminent people who have shaped their world through their commitment, human qualities and creative genius. From left: skier Lindsey Vonn, film director Martin Scorsese and golfers Arnold Palmer, Jack Nicklaus and Gary Player.

At its launch in 1956, the Day-Date was a major innovation: it was the first calendar wristwatch to indicate, in addition to the date, the day of the week spelt out in full in an arc-shaped window at 12 o'clock on the dial – a technical feat at the time. Made exclusively of precious metals – 18 ct yellow, white or Everose gold or 950 platinum – and accompanied by its emblematic President bracelet, its multiple dials make it the ideal canvas for self-expression.

THE DAY-DATE SPEAKS ITS WEARER'S LANGUAGE

Although the days may be the same wherever you are in the world, they are written differently depending on the language. Using most writing systems – Latin, Arabic, Cyrillic, Hebrew, Japanese, Chinese ideograms and even the Ge'ez alphasyllabary used in the Horn of Africa – the Day-Date expresses the cultural identity of its wearer. Available in a choice of 26 languages, it is a truly international, universal and personal watch.

THE MIRACLE OF MIDNIGHT: AN IDEAL OF PRECISION

When midnight strikes, the day and date simultaneously change in their respective windows on the dial. This watchmaking feat, the “miracle of midnight”, relies on a disc mechanism. It is the fruit of numerous years of research: from 1950 to 1955 Rolex registered four patents for timepieces featuring an indication of day and date.

Today, the Day-Date is equipped with a new-generation movement, calibre 3255, entirely developed and manufactured by Rolex for a superlative level of performance.



OYSTER PERPETUAL DAY-DATE 40

40 mm, 950 platinum, fluted bezel, ice blue dial with faceted deconstructed Roman numerals and faceted hour markers in 18 ct white gold, President bracelet, calibre 3255.

“Dates and days are essential.”

Hans Wilsdorf, 1956

THE PRESIDENT BRACELET

Created specially for the launch of the prestigious Oyster Perpetual Day-Date in 1956, the three-piece link President bracelet, made only from 18 ct gold or 950 platinum, is still reserved exclusively for the Day-Date and precious metal versions of the Datejust.

A PRECIOUS ALLY

Worn by many of the world's political figures, directors and visionaries, the Day-Date is instantly recognizable, in particular thanks to its emblematic President bracelet, whose evocative name, together with the eminent figures who have worn it, ensured the Day-Date became known as the “presidents' watch”.

Decades come and go, but the Day-Date remains where it has always been – at the cutting edge of modernity. A timepiece of prestige and the fruit of Rolex's watchmaking expertise, the Day-Date accompanies those

personalities who shape the world in their respective disciplines through their commitment, human qualities and creative genius.

Among the Rolex Testimonees associated with the Day-Date, the brand celebrates American skier Lindsey Vonn, Swiss tennis player Roger Federer, American filmmaker Martin Scorsese and golfers Arnold Palmer, Jack Nicklaus and Gary Player. 🏆