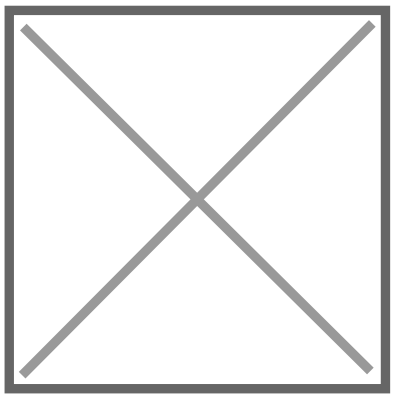




Rolex Datejust 31mm 278274 2026
£11,000.00

Rolex Datejust 278274 Purple Dial 31mm 2026 – Unworn Full Set
Rolex Datejust 278274 – A stunning example of Rolex’s iconic Datejust collection, presented in unworn condition and accompanied by its original box and papers. Combining the timeless elegance of the Datejust with a striking purple dial, this reference offers a fresh and contemporary interpretation of one of the most recognisable luxury watches ever produced.

Dating to 2026, this example remains in like-new condition with no signs of wear and has never been polished. Featuring Rolex’s latest-generation Calibre 2236 movement, a fluted white gold bezel and the perfect 31mm case size, it is an exceptional opportunity to acquire a highly desirable