

Rolex DateJust 36

A crown for every achievement

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The year 2022 has been very special to me, after working very hard to make it possible: me and my family finally made the big move to Limburg. To commemorate this milestone, I got myself a timeless timepiece: the Rolex DateJust 36. Read on to find out what it's like!

2022

Earlier [I described me and my family's big move](#) from bustling Amsterdam to the peaceful countryside of Noord-Limburg. To make it possible, both financially and professionally, I had to move quite some mountains. In the end, it all came together and we now live happily - in the middle of nearly nowhere (ha!)



This year, my coffee mug became my lifeline, as I endured countless all-nighters and intense labor - turning myself into a caffeinated superhero

Looking for that special watch

Upon sharing my passion for watches at a near-nerdy mechanical level, I received an invitation to try on exquisite Patek Philippe masterpieces. These intricate works of art rival the cost of a [family home in Limburg](#). While I find the comparison amusing, I believe that the timing wasn't suitable for me to sport such a lavish timepiece. As a devoted father, I am constantly immersed in the lively world of children, engaging in LEGO-building, role-playing, bath-time assistance, and playground slide heroics. This boisterous environment hardly seems like the ideal sanctuary for a sophisticated Patek Philippe Grand Complications watch.



Feeling welcome in the Patek Philippe boutique, which resembles an extraordinary candy shop of unparalleled grandeur



Wearing a Patek Philippe Nautilus annual calendar - the Nautilus was originally crafted by the esteemed watch designer Gerald Genta - an icon

Rolex DateJust

Since its inception in 1945, the Rolex DateJust has secured its position as an iconic timepiece. This classic wristwatch boasts a distinct design that transcends fleeting trends, with its elegant form and timeless appeal. As the first self-winding wristwatch to feature an automatically changing date on the dial, the DateJust demonstrated Rolex's commitment to innovation and precision. Over the years, this masterpiece has seen various refinements, yet it retains its original charm and enduring allure.



The advertisement is a black and white print. At the top, there are four small images arranged in two pairs. The left pair shows a Rolex Submariner watch and a profile of a man wearing a headset. The right pair shows a Rolex Cosmograph watch and a close-up of a race car. Below these images are two columns of text. The left column reads: "We invented this to weather the storms of 'blue-water' racing". The right column reads: "We developed this to split seconds at racing speeds". In the center, there is a large image of a Rolex Datejust watch with a fluted bezel and a metal bracelet. Above this watch is the text: "This one has a bit of both and a substantial character of its own". To the left of the watch is a paragraph of text, and to the right is another paragraph. At the bottom, there is a line of text that reads: "When a man has a world in his hands, you expect to find a Rolex on his wrist". To the right of this text is the Rolex crown logo and the word "ROLEX" in a bold, serif font. Below "ROLEX" is the word "GENEVA" in a smaller font. At the very bottom, there is a long line of small text listing various cities: "Athen Auckland Bangkok Bombay Brussels Buenos Aires Caracas Cologne Dublin Havana Hong Kong Johannesburg London Madrid Manila Melbourne Mexico City Milan New York Paris São Paulo Singapore Sydney Tokyo Toronto".

We invented this to weather the storms of "blue-water" racing

We developed this to split seconds at racing speeds

This one has a bit of both and a substantial character of its own

Like the Submariner and the Cosmograph, the Datejust is not a watch for every man. But its character may suit you.

The Datejust combines the ruggedness of the Submariner with the versatility of the Cosmograph. And it has distinctive features of its own.

The Geneva-made Oyster case is hewn from a solid block of Swedish steel or gold. The bracelet, finished by hand with the same precision as the case and movement, is designed specially for the case. The movement

has won the highest distinction for precision and quality a chronometer can normally obtain. The perpetual rotor system keeps the watch wound at a constant, ideal tension. A calendar shows the date magnified by the Cyclops lens.

The Datejust is not "styled," it is designed. Honestly. With purpose. Wear it and you can dive for treasure off the coast of Nassau, shave seconds off the lap record at Monza, or address the United Nations.

With a Rolex on your wrist, you have entire worlds in your hands.

When a man has a world in his hands, you expect to find a Rolex on his wrist **ROLEX** GENEVA

Athen Auckland Bangkok Bombay Brussels Buenos Aires Caracas Cologne Dublin Havana Hong Kong Johannesburg London Madrid Manila Melbourne Mexico City Milan New York Paris São Paulo Singapore Sydney Tokyo Toronto

Original Rolex DateJust advertisement from the 1960's

The Rolex DateJust's history intertwines with notable figures, including U.S. President Dwight D. Eisenhower, who sported the watch during his tenure. Apart from its

association with distinguished personalities, the DateJust has graced the wrists of adventurers and explorers, showcasing its versatility and reliability. This horological classic, available in various materials, sizes, and dials, captivates watch enthusiasts worldwide.



Today's DateJust 36 (reference model 126234) with fluted bezel and bright blue dial on a jubilee bracelet

Finding it

Due to factors such as speculation, inflation concerns, and cash restrictions, Rolex watches have recently experienced surging demand leading to stock shortages. If you manage to find one at a local authorised dealer, count yourself fortunate. By doing so, you can purchase at the list price, avoiding the hefty premiums associated with the second-hand or grey market, where some models command a 200% markup.



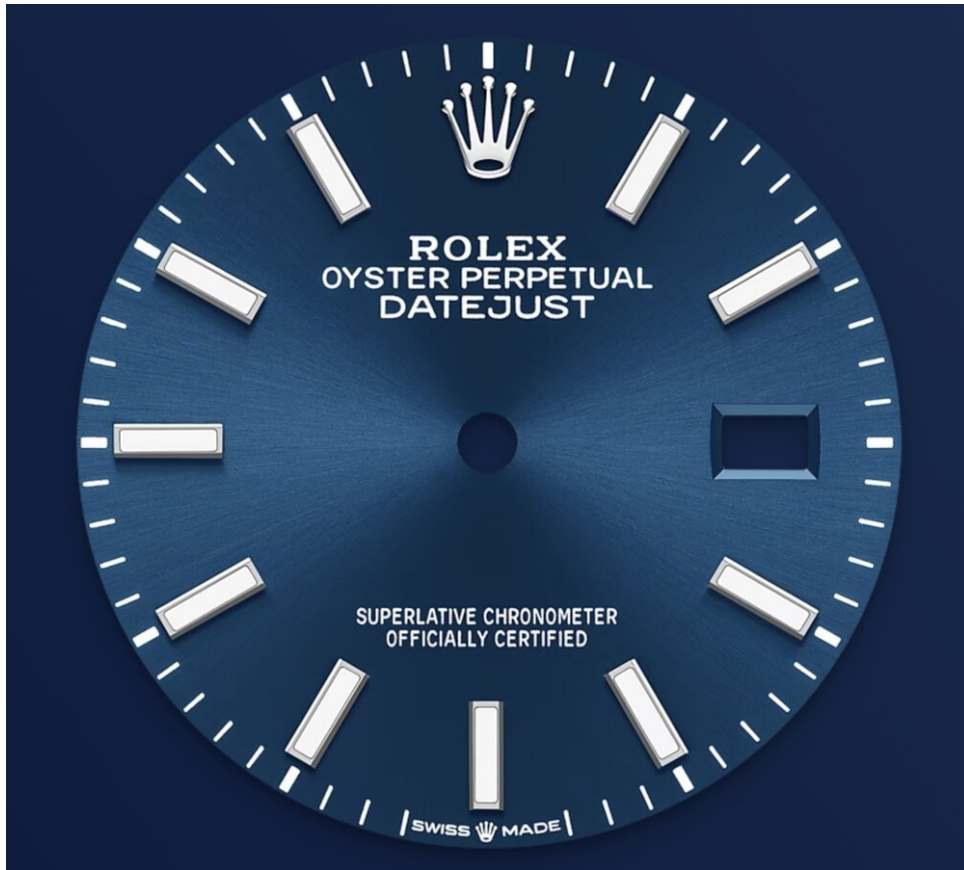
Buying a Rolex ain't as easy as putting your old watch on the table and simply asking for a new one - but I did :-)

Perhaps it was luck, or perhaps it was fate, but I chanced upon a Rolex DateJust 36 in stock at [Gassan Amsterdam](#). While I'm not particularly superstitious, I thought the 22nd of December would be a fitting date to purchase a watch to commemorate the year '22. Therefore, when the friendly staff uttered the enchanting words "this one is available," I eagerly responded with a resounding "YES, please!"



Celebrating the year '22 with a Rolex DateJust 36 bought on the 22nd of December (I have a thing for numbers, I guess)

This particular Rolex DateJust model showcases the classic size of 36 millimetres in diameter. While this dimension might seem small for a men's watch by contemporary standards, I appreciate the restrained proportions of all my belongings, whether it's my [phone](#), [tablet](#), or timepieces like the [Tudor Black Bay 36](#) or [my custom-made ochs und junior annual calendar](#).



The DateJust boasts a bright blue dial, accentuated by a sunburst effect that imbues it with a sense of dynamism



Its interaction with light is nothing short of enchanting, as it emanates a lively energy



The watch's thickness and overall proportions are spot-on; handling it makes it clear why it's a timeless classic.

The watch possesses a vibrant blue dial that transitions from a stately near-black to a brilliantly luminous hue in direct light. Featuring a fluted bezel made of white gold (Rolesor, in Rolex parlance), this DateJust variant, when paired with the jubilee bracelet, garners admiration from both enthusiasts and novices alike.



It sits comfortably on the wrist and complements virtually any outfit, such as a pair of blue jeans

I cherish the hope that I can wear this timepiece in good health for numerous years to come. In a sense, its dimensions and hues evoke memories of my late father's watch, which, in turn, bore a resemblance to the size of my grandfather's timepiece – who has also passed away. As the years unfold, perhaps my children will look back fondly on me and this watch, creating a lasting legacy that transcends generations – the future holds endless possibilities.



Heirloom pieces: On the left is my late father's watch, which features a bright blue dial (a little hard to see), and on the right is my grandfather's watch of a similar size - I swear I did not set the dates on the watches for the picture, they just happen have stopped at 22 and 12... a nod to my watch from up above?

Wearing it

The DateJust 36 is the ultimate wingman, always there to lend a hand no matter what life throws at you. Need to build a LEGO tower? It's got your back. Cracking open a cold one with the boys at work? It'll be right there with you. Hitting up the casino for a night of gambling? No problem, the DateJust 36 is ready to roll.



Some might say that the DateJust 36 is the ultimate GADA-watch



Constructing LEGO on a rock-hard surface? Fear not, this watch won't go to pieces!



A few brews with your brothers at the office? No problem, this watch is always up for a good time!



Sporting this watch at the casino is a safe bet, just don't expect it to spin you a fortune!

And if you're feeling adventurous, take it out for a spin on your bike or wear it while scrubbing the bathroom floor - it's tough enough to handle anything you throw at it. So go ahead, live your best life with the DateJust 36 by your side - just don't blame it if you wake up with a hangover or a broken LEGO tower.



The DateJust isn't one to throw in the towel when it's time for a bathroom scrub-down!



Tough enough, it's the perfect watch to join you on a pedal-powered adventure - making me a happy chap!

Conclusion

The DateJust serves as a dependable wrist worn companion, sure to endure for years ahead. What a fitting method to commemorate a remarkable year! Its adaptability and wearability are truly endearing. Given that time holds such great value, this watch aptly aids in monitoring its passage!