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A Longines Kaleidoscope of Colour

Longines is introducing monochromatic versions of two of its most beloved watch lines, the LONGINES DOLCEVITA and LA GRANDE CLASSIQUE DE LONGINES. The new watches in each collection are at once bold and playful but at the heart of this story is colour. Each reference makes a powerful style statement in carmine red, spring green, classic black, burnt orange and a cobalt blue. The timepieces are presented on straps that match the dial colour and the effect is riveting. It's fair to say that these new watches offer a particularly stylish twist to Longines' famous slogan "Elegance is an attitude".

The Longines DolceVita and La Grande Classique de Longines have developed a passionate following around the world and fans of both watch lines can now look forward to some very special new models. Longines has announced the release of monochrome versions of each family in five different colours that allow wearers to express themselves with a watch that perfectly reflects their mood or complements their wardrobe: a carmine red shade that will catch every eye in the room. A spring green that will reveal your passion for the natural world. A classic black that makes it clear that you are both stylish and traditional. A burnt orange – at once timely and timeless – that reflects your warmth and friendliness. And finally, cobalt blue, a colour that celebrates your inner harmony. Let's meet the newest additions to two of Longines most celebrated families.



Since its release in 1997, the Longines DolceVita has spread the brand's message of contemporary elegance throughout the world. The new monochromatic Longines DolceVita watches colourfully augment the affectionate ode to the gentle way of life that has always been a hallmark of this popular line. The dimensions of the new Longines DolceVita watches' rectangular cases – 23.30 mm x 37.00 mm – offer outstanding wearer comfort. They feature a small seconds display and their rhodium-plated rim makes the bold colour of each dial stand out.

With its timeless design, La Grande Classique de Longines has established itself as one of Longines' most iconic collections. The new monochromatic La Grande Classique de Longines watches are stylish and fresh and enhance the line's classic elegance. The discreetly proportioned 29 mm watches dazzle with their colourful polished lacquered dials, which are surrounded by a striking bezel paved with 44 Top Wesselton diamonds.

La Grande Classique de Longines and the Longines DolceVita watch lines represent two important parts in Longines' proud heritage. The five new monochromatic models in each collection will add spice, vitality and, of course, attitude to wrists – and wardrobes – all over the world and contribute to Longines' continuing global narrative.

Longines has been based at Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. With many years of experience as a timekeeper for world championships in sport and as a partner of international sports federations, Longines has forged solid and lasting links with the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the World's leading manufacturer of horological products. With the winged hourglass as its emblem, the brand has outlets in over 150 countries.