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## Sparkling feminine elegance

THE LONGINES MASTER COLLECTION has been expanded with new, decidedly feminine 34 mm-diameter versions. On a steel bracelet or leather strap, it is now available with a new champagne-coloured sun ray dial in addition to the existing classic versions. All models have three hands and a calendar, and are powered by a brand-exclusive calibre.

The Longines Master Collection exemplifies the values of savoir-faire and elegance that have been integral to the winged hourglass brand for 190 years. In new sophisticated 34 mm-diameter versions, this line will satisfy women who love technical watches and who gravitate naturally towards elegance.



On the round steel case of the latest The Longines Master Collection models, a sapphire glass with a multi-layer internal and external anti-reflective treatment preserves the fineness of the dial. The look is classic, with silvered “barleycorn” dial and painted Arabic numerals, white mother-of-pearl, blue sun ray and, in a new variation, champagne sun ray. Here, the polished rhodium-plated hands (or blued steel, depending on the model) caress the twelve diamond hour-markers as they sweep over them.

The exclusive in-house automatic calibre offers a large 72-hour power reserve. The meticulous finish and the dynamics of its pulsations are visible through the transparent case back. The latter is available with a stainless steel bracelet or a colourful spectrum of leather straps in red, blue, brown or iridescent taupe. They guarantee finesse and comfort to every confident, determined woman who is sensitive to beautiful mechanics.

The latest additions to The Longines Master Collection combine understated class and modernity. These models are intended for lovers of watchmaking tradition and a refined art of living. Their goal? To find a wrist to fit them and create a new symbiosis between the passing of time and a sparkling feminine elegance.

### **About our movements**

*Backed by centuries of watchmaking expertise, Longines has pioneered many technical advances and still displays an unfailing will to innovate. Its constant pursuit of excellence has led Longines to equip all its automatic timepieces with cutting-edge movements whose features include a silicon balance-spring. Silicon is not only lightweight and corrosion-resistant, but also sensitive to normal temperature fluctuations and magnetic fields. Its unique properties boost the watch's precision and longevity and allow Longines to guarantee these models for 5 years.*

*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.*

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