

## THE LONGINES MASTER COLLECTION 190<sup>TH</sup> ANNIVERSARY

Without a doubt, Longines is a watchmaking brand with a strong tradition. This is the inexorable result of a long, continuous and rich history. This 190-year history brought the brand to the pinnacle of watchmaking, which is expressed today in a series of three exclusive timepieces from THE LONGINES MASTER COLLECTION, a worthy heir to the brand's know-how.

Mastering the measure of time: over the years and through its different guises, the winged hourglass brand has ceaselessly striven to combine its quest for precision with an aesthetic standard that still underpins its identity today. Centuries-old craftsmanship forged in tradition, elegance and performance has raised Longines to the ranks of the great watchmakers.

The history of Longines is punctuated by technical and aesthetic innovations that reflect the ambitions of the brand's founders: to dare to be avant-garde, achieve excellence and make innovation a continuous quest. Those aspirations still shape the company's legacy.



To mark its 190th anniversary, Longines is presenting a series of three exclusive timepieces from The Longines Master Collection, a line emblematic of its rich heritage. Combining classic elegance and excellence, these watches are available in stainless steel and gold. The 18-carat yellow gold and rose gold versions are presented in a limited, numbered edition of 190 pieces to underline their exclusivity.

These new timepieces stand out aesthetically through their meticulous workmanship and the special care lavished on every detail. The grained anthracite, brushed grey or sandblasted silver dial is distinguished by a unique finish and delicately engraved Arabic numerals. Elegant pink, gilt or blued steel hands mark the passing hours, minutes and seconds, highlighting the dials' refined purity. The 40mm round case, with classic lines, houses a Longines exclusive calibre with a silicon balance-spring, guaranteeing high-precision. All the painstaking craftsmanship of this movement can be admired through the transparent back, which features a commemorative engraving. A soft, anthracite grey leather strap completes the style of these high-end pieces.

These outstanding watches are the worthy heirs to the brand's age-old craftsmanship and encapsulate the rich history of Longines.

### **About our movements**

*With centuries of watchmaking expertise, Longines has played a pioneering role in a number of technological advances and continues to display an unwavering commitment to innovation. Its constant pursuit of excellence has, in turn, led it to equip all of its automatic timepieces with state-of-the-art movements which, notably, include a silicon balance-spring. This material is not only light and corrosion-resistant but also remains unaffected by normal temperature variations and magnetic fields. Its unique properties improve the precision and longevity of the watch and allow Longines to provide these models with a 5-year warranty.*

### **About Longines**

*Based in Saint-Imier in Switzerland since 1832, the watchmaking company Longines wields expertise steeped in tradition, elegance and performance. With generations of experience as official timekeeper of world championships, and as partner of international sports federations, Longines has built strong and long-lasting relationships in the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watch manufacturer. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.*