

Kate Winslet's campaign celebrates the new MINI DOLCEVITA with exclusive double tour straps

Launched in 2023, the MINI DOLCEVITA line is being enriched this year with new models sporting double tour straps. In black, beige gold, pink, red, orange or green Nappa leather, these straps in a design exclusive to Longines hug the wrist in a soft embrace. Presented in their emblematic rectangular cases, with or without diamond settings, the new MINI DOLCEVITA models demonstrate once again that elegance is to be found in the smallest detail. To unveil these watches, the winged hourglass brand has collaborated with its Ambassador of Elegance, Kate Winslet, on an original campaign that celebrates her unique vision of time.

With its discreet profile, classic style and aesthetic variations that are as modern as they are timeless, the Mini DolceVita is a perfect reflection of Longines' quiet luxury and elegance. A resolutely contemporary jewellery watch, the Mini DolceVita is an extension of the Longines DolceVita family, itself inspired by a legendary piece created by the brand in 1927.



This year, the Mini DolceVita is enhanced with new leather straps in an exclusive Longines design. Available in various sizes and colours, these straps encircle the wrist in comfort and softness. A subtle reference to the equestrian world so dear to Longines, the holes in the straps are numbered in hot-press printing from 1 to 6, just like the stirrup leathers that, as the name suggests, connect the saddle to the horse's stirrups.

About Longines

Longines has been based in 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 sporting 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. The brand with the winged hourglass as its emblem has outlets in over 150 countries.

All presented in a stainless-steel rectangular case measuring 21.50 mm x 29.00 mm, water-resistant to 3 bar (30 metres) and equipped with a high-precision L178 quartz movement, the new Mini DolceVita models are available in six variants as elegant as they are unique.

Three versions sport a silvered rectangular Roman dial distinguished by its flinqué decoration. Its delicate struck geometric motifs stand out in relief with a guilloché-work appearance. Painted Roman numerals and blued steel hands complete the dial design. The square small seconds subdial is displayed at 6 o'clock. These models are distinguished by a double tour strap in Nappa leather in a choice of colours: black, beige gold with ivory topstitching, or pink. The two latter models are adorned with 38 Top Wesselton diamonds.

A further three variants are available with a circular silvered sand-blasted Cosmo dial. The hours indicator, in matt white, separates the external square part from the interior circle. The dial design is completed by a round matt white small seconds subdial at 6 o'clock. The hours, in painted Roman numerals and elongated indexes, together with the blued steel hands, provide a contrast with the light tones of the plain dial. In an expression of the collection's contemporary elegance, these models sport Nappa leather straps in a choice of colours: red, orange or green.

A new campaign featuring Kate Winslet

To highlight these bold pieces, the brand is launching a new campaign with its Ambassador of Elegance, Kate Winslet. Set against a beautiful coastal backdrop, the cinematic campaign highlights the actress's very own concept of time. Time... to just, be.

World-renowned photographer Greg Williams lends his masterful touch to the campaign, capturing Kate Winslet's elegance in a natural and authentic way.