

The Longines Elegant Collection: the balance between simplicity and technology

Longines transcends elegance with its new models in The Longines Elegant Collection, placing the emphasis on stripped-down design and innovative materials. Offering a subtle balance between their conspicuously simple aesthetic and their high-tech movement, these pieces proudly sport a strap in vegetable material, a first for the winged-hourglass brand.

These new pieces in The Longines Elegant Collection offer a clever contrast between their stripped-down aesthetic and the new-generation movement that drives them. Longines has completely rethought this collection that pays tribute to the elegance that is the brand's DNA. The Roman numerals and all the other elements that compose the dial have been completely redesigned to offer a pure, contemporary design.

Even the movement that drives these new pieces has been pressed into the service of this minimalist style. Its large distance between centres enables the counter of the seconds subdial to be shifted away from the central axis, further accentuating the harmony and character of the new watches in The Longines Elegant Collection.



This calibre (L891.5) developed exclusively for Longines is fitted with a balance-spring made of silicon, a lightweight material resistant to corrosion, ordinary temperature fluctuations and magnetic fields, making possible the offer of a 5-year warranty on all the pieces in The Longines Elegant Collection.

The modern elegance of these new watches is also combined with straps in vegetable material, a first for Longines, in taupe or black. As a responsible alternative, the exterior of the loop is composed of a new innovative material made from recycled apple waste. The interior is made of recycled corn rubber. Innovative and long-lasting, this vegetable material has the same qualities as leather with respect to how it feels to the touch, how comfortable it is to wear and how good it looks, and also offers a similar lifespan. These new watches can also be worn on a stainless steel bracelet. There is also a bicolour version with case and bracelet combining steel and rose gold plate.

Available in 34.50 mm and 39.00 mm diameters, The Longines Elegant Collection offers a selection of dials: matt white with painted Roman numerals, brushed silver with diamond hour markers or white mother-of-pearl with diamond hour markers.

Effortlessly combining genres, The Longines Elegant Collection celebrates pure minimalist elegance while still honouring the Longines watchmaking tradition.

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.

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



Press release | March 2022

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.