

CONQUEST

The ultimate every-day watch, now in more sizes and styles

Longines' Conquest, the ultimate every-day watch, is expanding with new models in multiple sizes, spanning from 30 mm to 41 mm, and complemented by a variety of materials and colours. These latest additions continue the legacy of sporty elegance that has defined Conquest since becoming Longines' first collection to be trademarked over 70 years ago, while embracing contemporary design, modern horological technology, and the ergonomics and comfort demanded by the modern wearer.

First trademarked in 1954 with the Swiss Federal Institute of Intellectual Property, the Conquest collection has grown more sophisticated in both design and technology while remaining faithful to its roots. This year, the collection is expanding with new models in four different sizes, each of which seamlessly blends bold, timeless style with refined versatility, a balance that has made Conquest a cornerstone of Longines' offerings for decades.



Versatility in perfect proportion

The expanded collection begins with the refined 30 mm model, crafted in two materials – stainless steel and gold – and including a bezel with an 18K rose-gold cap and an 18K rose-gold crown. Four distinctive dial options are available: silver, green or blue sunray with applied gilded indexes treated with Super-LumiNova® for optimal readability in all lighting conditions, and white mother-of-pearl with diamond indexes – all with an elegant “snailing”

motif. The white mother-of-pearl model is also offered in a 34 mm version, and all versions feature stainless-steel bracelets with triple-folding safety clasps for exceptional comfort and security.

For those preferring a somewhat larger timepiece, the 38 mm and 41 mm versions introduce all-new rubber straps in green, blue, or black, adorned with the Longines hourglass motif and equipped with a micro-adjustable double-folding safety clasp. These models pair stainless-steel cases with matching colored sunray dials and applied silver indexes. The 41 mm version is additionally available with a steel bracelet and diamond indexes for those seeking added refinement.

With its comprehensive range of sizes from 30 mm to 41 mm, the Conquest collection offers truly unisex appeal, allowing everyone to find their perfect expression of sporty elegance regardless of wrist size or style preference.

Performance beyond measure

Each watch in the expanded Conquest line is powered by Longines' exclusive self-winding mechanical movements, which feature a silicon balance spring and innovative non-magnetic components and are visible through the transparent, screw-down case back. This advanced engineering provides up to 10 times greater resistance to magnetic fields than the ISO 764 standard, combining everyday practicality with exceptional performance. All models feature a date display at 6 o'clock, completing their functional elegance.

With its versatile size options, refined aesthetics, and technical sophistication, the expanded Conquest collection embodies Longines' philosophy that elegance is an attitude – ready to accompany the modern wearer through every moment of their day.



Press Release | 2025

About our movements

Backed by centuries of watchmaking expertise, Longines has played a pioneering role in numerous technical advances and continues to demonstrate an unwavering commitment to innovation. The brand's constant pursuit of excellence has led it to equip all its automatic timepieces with cutting-edge movements featuring a silicon balance-spring. This material is not only lightweight and corrosion-resistant, but also resistant to usual temperature variations and magnetic fields. Its unique properties improve a watch's precision and longevity, allowing Longines to back these models with a 5-year guarantee.

About Longines

Longines has been established in Saint-Imier, Switzerland, since 1832. The watchmaking house boasts expertise forged in tradition, elegance, and high performance. With its long-standing experience as official timekeeper of world sports championships and partner of international sports federations, the Swiss watch brand has forged strong and lasting links with the sporting world over the years. Renowned for the elegance of its models, Longines is a member of Swatch Group Ltd, the world's leading manufacturer of timepieces. The brand with the winged hourglass as its emblem has outlets in over 150 countries.