

## The MINI DOLCEVITA goes gold

Elegant and timeless, the MINI DOLCEVITA collection is being enriched with new models in 18-carat yellow gold and rose gold. These exceptional timepieces are available in a set version with a gold bracelet and in an unset version with a leather strap. These true jewellery watches are chic and refined down to the smallest detail.

Resolutely timeless, the Mini DolceVita is an extension of the Longines DolceVita family, itself inspired by a legendary piece created in 1927. The collection also illustrates the long history of Longines jewellery watches, produced by the brand in Switzerland as far back as the 19<sup>th</sup> century.



Proudly perpetuating this heritage, the Mini DolceVita line, inaugurated in 2023, is available this year in four new models, and for the first time in 18-carat gold.

True masterpieces of elegance, these watches are presented in a rectangular case in yellow or rose gold measuring 21.50 mm x 29.00 mm.

### An original gold bracelet

The leading models in this new series, set with 38 Top Wesselton diamonds, come with a 106-link bracelet in yellow or rose gold. Finely assembled in a staggered formation, they allow the watch to hug the wrist with suppleness and comfort.

All these new models feature a rectangular silvered Roman dial. This dial has distinctive flinqué decoration, with delicate geometric motifs embossed in relief with a guilloché-work effect. These motifs are complemented by painted blue Roman numerals and blued steel hands, providing an elegant contrast with the gold of the case. The sub-second dial is displayed in a square sub-dial at 6 o'clock.

### Pure refinement

An elegantly understated combination of stylish design and sleek subtlety, the two unset models are paired with a black leather strap that comfortably embraces the wrist. This strap is fitted with a tongue buckle in 18-carat yellow or rose gold, matching the colour of the case.

These unique timepieces are powered by a high-precision L178 quartz movement. The watches are also water-resistant up to 3 bars (30 metres).

### “Elegance is an attitude”: more than just a slogan

Longines is inseparable from its famous slogan “*Elegance is an attitude*”. Elegance is an intuitive and elusive concept. At times, it defies definition, yet it is immediately recognisable. We find it embodied in our Ambassadors of Elegance such as Jennifer Lawrence, Kate Winslet, Suzy, Zhao Liying and Barbara Palvin. It is also an integral part of every Longines watch, including the Mini DolceVita collection with its graceful lines, discreet proportions, and timeless spirit.

### 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.

## LONGINES DOLCEVITA Timeline



Years  
1910

Longines creates and markets its first rectangular watches.



1920-1930

Longines rectangular watches enjoy a boom.



1927

Longines creates the watch that, 70 years later, will inspire the DolceVita collection.



1997

The Longines DolceVita collection is launched.

*Elegance is an attitude*

1999

The slogan "Elegance is an attitude" is born, making the Longines DolceVita one of the brand's leading models.



2023

The Mini DolceVita gives the collection a new look, with models that are resolutely elegant and modern. With their discreet 21.50 mm x 29.00 mm case, each piece demonstrates that elegance is in the smallest detail.



2024

The Mini DolceVita line is extended with new models sporting exclusive 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 with suppleness and elegance.



2024

This year too, the Mini DolceVita range is being extended with new models in 18-carat yellow gold and rose gold. These exceptional jewellery watches are available in a set version with a gold bracelet, as well as an unset version with a leather strap.