

The LONGINES EVIDENZA collection reimagined: The winged hourglass brand takes inspiration from its own glorious past

Each timepiece in the LONGINES EVIDENZA collection is a testimony to a creative watch brand's design heritage. With their stunning tonneau-shaped cases, they take inspiration from the aesthetic codes of the art deco era and now, new models in the collection with sector dials establish an even stronger link to one of the 20th century's most elegant epochs.

For its Longines evidenza timepieces, the brand's designers chose to reinterpret the tonneau shape, which the company launched well over a century ago. The simplicity and purity of its gently-curved lines underscore the elegance and femininity of these masterpieces and express the collection's true essence.



With Longines' signature sector dials, proudly displayed through a sapphire crystal with several layers of anti-reflective coating, the new models further celebrate the brand's historic art deco credentials. A study in classic design, it features two finishes: the individual sectors are matt-finished, surrounded by a rose print; the rest of the dial is distinguished by a striking sunray brush finish. Its bold painted Roman numerals add to its allure. Along with the central hour, minute, and seconds hands, there is a date window at 6 o'clock.

The elegantly stylish touches continue: the crown is detailed in unique, refined blue aluminium and the watch is delivered on a new alligator strap with tonal stitches, which give it a subtly sophisticated look.

The latest Longines evidenza watches have been created in an impressive range of dial and strap colour options, ensuring that there is a perfect match for every woman's wrist. The dials come in silver, green, red, anthracite, champagne, and blue. The harmonized colours of the alligator straps are just as compelling: red, green, anthracite, grey, or blue. A stainless steel bracelet is also available on the silver version.

Powering this timeless classic is an automatic calibre whose anti-magnetic silicon balance-spring enhances its performance and stability.

Once again, Longines' past has beautifully inspired its future.

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.