

INTERNET

Longines introduces reinvented watch using social media

July 10, 2014



Longines Avigation

By STAFF REPORTS

Swiss watchmaker Longines is releasing a new edition of the Longines Avigation, a watch originally developed for the British Army in 1949.

Sign up now

Luxury Daily

The model is a modern update of the brand's classic watch. Longines uses the alliterated hashtag #WatchWednesday every week to promote a different model, and on Wednesday, July 9 the Longines Avigation was reintroduced on the brand's social media sites through the hashtag.

Reinvention

The watch's name is a combination of aviation and navigation, and also denotes a navigation system developed in the 1920s.

Longine's original watch, and the modern update, possess a special device that protects it from the effects of magnetic fields, an important feature for any person working with high magnetic fields, like engineers and pilots. A soft iron plate and dome protect the movement from the effects of the magnetic fields.

The watch features a black dial with white numbers for the 12-hour scale and red for 24-

hour. The upper part of the dial has a broad arrow which is a distinctive sign in the United Kingdom to denote governmental property, including military equipment, like the watches used by the British Army.



Longines Avigation

The watch can be found in the Longines Heritage collection.

#WatchWednesday is a weekly post by Longines and other watch brands. The alliteration is memorable and offers watchmakers weekly conversation starters with their social media followers.

Several brands have broadened this weekly hashtag.

For instance, Swiss watchmaker IWC Schaffhausen encouraged timepiece enthusiasts to join the conversation through the use of branded hashtags in a campaign on mobile image-sharing application Instagram.

IWC has a strong social media presence that helps engage fans and keep the brand current. To keep the conversation going with fans, the brand uses a series of hashtags to make their social media accounts as interactive as possible ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.