

JEWELRY

## Longines Masters moves final leg of show jumping tour to New York

May 19, 2017



*2017 Longines Masters competition in Hong Kong*

---

By STAFF REPORTS

Swiss watchmaker Longines has renewed its partnership with equestrian event organizer EEM, continuing on as the title partner, official timekeeper and official watch of the Longines Masters.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Now entering its third season, the Longines Masters will once again travel to Paris and Hong Kong, with the final event of the international indoor show jumping competition relocating from Los Angeles to New York. Longines is heavily involved in the world of equestrian sports, making this series yet another opportunity to feature this aspect of its brand positioning.

### World tour

The Longines Masters Series, recognized by the Fédération Equestre Internationale (FEI), originated in 2009 with an event in Paris. From there, additional events were added in Hong Kong in 2013 and Los Angeles in 2014.

Starting in 2015, the trio changed its name to the Longines Masters ([see story](#)). The third season of this trifecta will kick off in Paris from Nov. 30 to Dec. 3, with the Hong Kong event happening from Feb. 9-11, 2018.



*Poster for Longines Masters' third season*

The finale will be in New York from April 26-29, 2018. For its newly moved U.S. leg, the Longines Masters chose the newly renovated NYCB LIVE, home of the Nassau Veteran's Memorial Coliseum on Long Island.

Along with the sporting activities, the New York event will include live music, art and culinary experiences.

"Longines is really delighted to share its passion for equestrian sport and its values of elegance, performance and tradition with the Longines Masters," said Juan-Carlos Capelli, vice president of Longines and head of international marketing, in a statement.

"With this new long-term partnership, we are looking forward to working with EEM to continue elevating the equestrian sport and creating exceptional events on three continents, and especially in the new location in New York," he said.

"As Official Timekeeper of the whole series, we are proud to provide a decisive element for the sport: the time."

In addition to the live audience, the Longines Masters is broadcast to 120 countries, with up to 550 million households tuning in.

Longines is fortifying its relationship with equestrian sports through a social video that highlights the watchmaker's involvement with the FEI Nations Cup.

Organized by the Fdration questre Internationale, the FEI Nations Cup is the most prestigious show jumping series for international equestrian teams. With many watchmakers sponsoring or acting as official timekeepers of equestrian sports, the partnership with the FEI will likely benefit Longines due to its notoriety in the sport's circuit ([see story](#)).