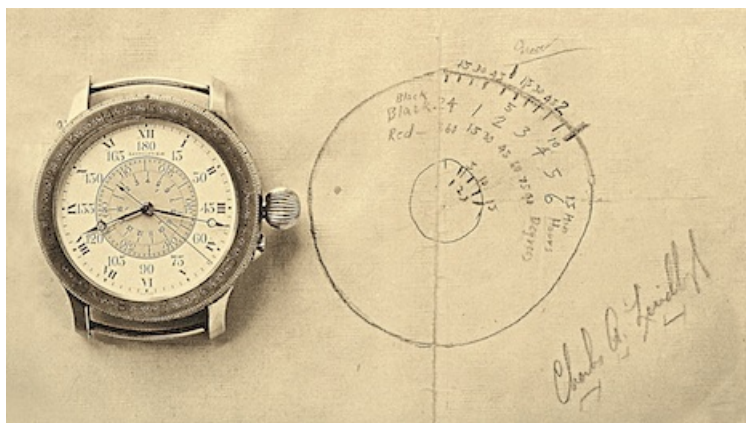


JEWELRY

Longines to mark pivotal moments in US history at WatchTime New York

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Longines' exhibit at WatchTime New York marks the brand's 185th birthday. Image credit: Longines

By DANNY PARISI

Swiss watch brand Longines will present an exhibition at this year's WatchTime New York featuring heritage timepieces, each representing a significant moment or era in United States history.

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WatchTime New York is one of the most well-attended watch shows in the country, regularly bringing in some of the biggest brands in the world to showcase their designs both new and old. Longines is taking this opportunity to delve into its own history as it celebrates its 185th anniversary.

WatchTime New York

WatchTime New York offers U.S. watch lovers their best chance to see some of the most sought-after watches in the world. This year's event is being held October 13 and 14 at Gotham Hall and will feature brands from Tag Heuer to Bremont to Omega.

One brand featured at the show, Longines, is taking this opportunity to bring some iconic moments of American history to life with an exhibition of watches from its popular Heritage Collection.

These reissued watches were carefully selected to represent some of the most pivotal moments in American history, chosen from throughout Longines' 185-year life.



A Longines watch on display. Image credit: Longines

For example, one of the watches on display is the Lindbergh Hour Angle Watch, which was first developed by Longines in the 1930s in collaboration with the aviator Charles Lindbergh, famous for creating the first non-stop flight across the Atlantic Ocean.

The Lindbergh watch has been reissued for its 90th anniversary along with the rest of the watches in Longines' Heritage Collection.

Many of the watches on display follow in the path of the Lindbergh watch, with ties to America's burgeoning industries in the early 20th century such as railroads and the US Navy.

In addition to the exhibition, Longines will host a booth on the showfloor that will allow visitors to view and handle the watches up close.

Heritage Collection

Longines' appearance at WatchTime New York will not be its first project in the U.S. this year.

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

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 ([see story](#)).



The Lindbergh Hour Angle Watch. Image credit: Longines

The brand has continued its commitment to sponsoring equestrian sports outside of sponsorships with additional tech features to support viewing those events.

Longines is reinforcing its dedication to equestrian sports through the launch of a mobile application that will dispense real-time data during equine events.

The Longines Horse Racing app will allow users of Apple iPads to watch equestrian sporting events as they happen through 3D renderings of the action occurring on the racetrack. Second-screen apps help brands extend real-time events to a greater audience and can demonstrate its commitment to the sport in question as well as its emphasis on innovation ([see story](#)).

At WatchTime New York, Longines is continuing its support of the U.S. watch community and its partners, including the Manhattan Longines boutique, whose staff will be on site to guide guests through the Heritage Collection exhibit.

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