

JEWELRY

Longines showcases Conquest V.H.P. watch at equestrian tournament

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Longines Masters began in Paris and ended in New York. Image credit: Longines

By STAFF REPORTS

Swiss watch brand Longines reinforced its ties to the equestrian world by hosting the Longines Masters competition in New York.

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The brand has acted as the sponsor and official timekeeper for the event for many years now, including this year's event that wrapped over the weekend. Longines also took the opportunity to introduce attendees to the new Conquest V.H.P. model, the official watch of the Longines Masters.

Longines Masters

Longines picked the annual equestrian event as the venue to highlight its new Conquest V.H.P. watch model.

The Conquest V.H.P., which stands for Very High Performance, is the latest watch from the Swiss brand and represents a significant milestone in Longines' use of quartz.



The Conquest V.H.P. Image credit: Longines

From April 26 to 29, Longines hosted the final event in the Longines Masters, which was held in New York for the first time. The competition began in Paris and Hong Kong before making its way to New York for the final race, the Longines Grand Prix.

Longines ambassador Kate Winslet along with other high profile guests were in attendance as well.

The U.S. leg of the tournament, also served as a promotional tour for the Conquest V.H.P.

Attendees were given the option of testing the Conquest V.H.P., giving them a sneak preview of the watch and enticing them to make a purchase in the future. Attendees were able to visit a Longines Boutique in Prestige City during the Longines Masters to view the watch.

Most recently, Longines continued 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 their commitment to the sport in question as well as its emphasis on innovation ([see story](#)).