

JEWELRY

## Longines turns to technology to create traveler's timepiece

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*The Flash Setting watch can adjust to travelers' needs. Image credit: Longines*

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By SARAH RAMIREZ

Swiss watchmaker Longines is embracing technology to make its traditional analog watches more adaptable to the needs of frequent travelers.

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The new Conquest V.H.P. GMT Flash Setting allows wearers to change time zones either manually or with a smartphone, making it an appealing choice for affluent travelers who spend long amounts of time traveling but still prefer more traditional timepieces. Longines is marketing to globetrotters in particular since the timepiece is a stylish accessory for those who are constantly changing time zones.

### Travel time

The Flash Setting is a new addition to Longines' Conquest High Precision line. In addition to setting the time manually with the crown, users can also use the flash setting function.

While the flash setting requires a smartphone and special mobile application, it allows wearers more flexibility since WiFi or Bluetooth connections are not needed. Instead, information recorded in the application is transmitted via light sequences from the phone's flash to a small opening on the watch dial.



[View this post on Instagram](#)

Yesterday was the international launch of the Conquest V.H.P. GMT Flash Setting. This event, focused on travel, took our guests on a journey across the world, easily changing time zones. #ConquestVHPGMT #ConquestVHPFlashSetting

A post shared by Longines (@longines) on Sep 10, 2018 at 9:35am PDT

*Longines debuted the Conquest V.H.P. GMT Flash Setting on Sept. 9 in Rome*

The precision of the GMT is further emphasized with a dial that displays the hours, minutes, seconds and date, as well as a second time zone marked by a thin arrow hand.

Adding to the timepiece's ease of use is a toggle function that allows wearers to switch between two set time zones, such as home and travel, by applying pressure to the crown. Home and travel time symbols are stamped on the watch face.



*The Conquest V.H.P. GMT uses a smartphone app to set the time. Image credit: Longines*

The PVD watches can be purchased with a blue, carbon fibre, silvered or black dial and with rubber straps for comfort.

Longines has enlisted Singaporean photographer Yik Keat and Canadian filmmaker Alen Palander to help promote the new release. The two men are featured prominently on the watchmaker's Instagram account, which has almost 960,000 followers.

Industry growth

After a downward decline the last few years, the Swiss watch industry is experiencing its long-awaited bounce back. Compared to June 2017, the industry has seen an 11.8 percent growth in June 2018, exceeding 10 billion francs, about even to U.S. dollars at current exchange, in the first half. This is the strongest first half it has seen in the last six years. As Chinese consumers become more interested in luxury goods, the watch industry is benefitting. The United States also supported growth for the industry, with a 9.1 percent increase in shipments to the Western country ([see story](#)).

Longines' use of technology sets it apart from other Swiss watchmakers.

In 2017, the brand launched a new data system that tracks alpine skiers' stats during championships.

The Longines Live Alpine Data system is a new form of technology that is a chip, which attaches to the skier's boot and uses radar and motion detection. The chip shares information regarding the athlete's speed, acceleration and deceleration to be shared with viewers on television ([see story](#)).

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