

JEWELRY

Longines designs special edition for DFS Group

December 17, 2018



Longines creates special edition for its DFS partnership. Image credit: Longines

By STAFF REPORTS

Swiss watchmaker Longines is highlighting its 50-year relationship with duty-free retailer DFS with a commemorative timepiece.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

The DFS Special Edition will be available at the retailer's airport stores and its T Galleria locations worldwide, starting Jan. 1, 2019. Longines' special edition model is a version of its Master Collection and will be available in two sizes.

50 years of partnership

Interested watch buyers can select sizes 29mm and 40mm, available with interchangeable in stainless steel and brown alligator. Its face features a sunray silver dial and black Roman numerals and the straps feature a folding safety clasp finished with a transparent case back.

"DFS is honored to celebrate the milestone anniversary of our long-term partnership with Longines with these exceptional and exclusive pieces," said Matthew Green, senior vice president of watches and jewelry at DFS Group, in a statement. "At DFS, we continually seek to offer our traveling customers new and exclusive products, and The Longines Master Collection - DFS Special Edition is the perfect example of this commitment."

Longines has partnered with DFS to sell its watches for the past 50 years.

"For over 50 years, Longines and DFS, have delivered exceptional timepieces to watch lovers and travelers and we could not be more thrilled to celebrate our partnership with this global release," said Walter von Känel, president of Longines, in a statement. "This exclusive watch signifies what Longines has always stood for – sharing the values of tradition, elegance and performance through uniquely designed watches."

Embedded Video: <https://www.youtube.com/embed/DMjxh7sywQk>

DFS has previously celebrated its relationship with Longines

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

The brand has acted as the sponsor and official timekeeper for the event for many years now, including this year's event in April. Longines also took the opportunity to introduce attendees to the new Conquest V.H.P. model, the official watch of the Longines Masters ([see story](#)).

© Napean LLC. All rights reserved.

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