

JEWELRY

Longines hits 50M watches made

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Longines celebrates crafting 50 million watches. Image credit: Longines

By STAFF REPORTS

Swiss watchmaker Longines is celebrating a milestone for the brand, solidifying its long history.

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Longines has manufactured its 50 millionth timepiece. The piece is a part of its Longines Master Collection and will be showcased in the Longines Museum.

50 million

The watchmaker is celebrating its 185 years in the industry with the milestone piece. Longines maintains that precision and quality have been the pillars of its business since its birth.

Longines has kept track of all of its timepieces produced, each with a unique serial number. Originally kept in workbooks until 1969, the brand then moved the tracking process to machines until the 1980s, when digital systems rose to power.

The 50 millionth watch signifies a preview of a new collection of watches to come. Longines has stated that the watch itself is meant to represent its rich history.

Fitted with the new L897 automatic caliber, Longines' watch features a 40 mm-diameter rose gold case with a 64-hour power reserve and displays an annual calendar at 3 o'clock.



Longine's 50 millionth watch will be showcased in its museum. Image credit: Longines

The words "50 million" along with the image of a envelope with wings are inscribed on the back the timepiece.

Fans of the brand can view the watch at Longines' museum facility, located within its company in Saint-Imier, Switzerland.

"Longines' history has concentrated on the lengthy process of mastering the measurement of time," said the brand in a statement. "Over the years and through its different guises, the Saint-Imier brand has constantly striven to complement its quest for precision with exacting aesthetics.

"These aspects still characterize its production today. Over 185 years of know-how, shaped by tradition, elegance and performance, have elevated the brand to the inner sanctum of great watchmakers."

In another celebration of the number 50, Longines has just highlighted its 50-year relationship with duty-free retailer DFS with another commemorative timepiece.

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