

WATCHES AND JEWELRY

Longines taps Reg-Jean Page as newest ambassador

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The British actor models a piece from Longines' new master collection. Image credit: Longines

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Longines has recruited English actor Reg-Jean Page as an ambassador and brand personality to celebrate its newest master collection.

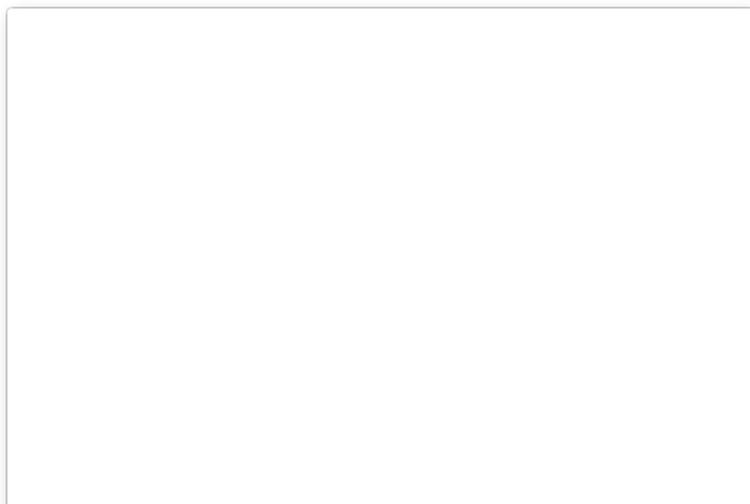
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The brand chose Mr. Page to embody its new expression of elegance due to his keen sense of style and refreshing self-awareness. While his role as the Duke of Hastings in Netflix's series "Bridgerton" launched him into stardom last year, the actor is expected to attract more global attention for his upcoming roles in the films *The Gray Man* and *Dungeons and Dragons*.

New elegance

Prior to his Emmy-nominated breakout performance in "Bridgerton," Mr. Page played Chicken George in the 2016 historical drama mini-series "Roots."

He also appeared in Amazon Studio's Emmy-nominated jazz romance *Sylvie's Love*.



[View this post on Instagram](#)

A post shared by Rege-Jean Page (@regejean)

Mr. Page has also established himself as an impactful cultural presence.

He was honored on the [2021 TIME 100 Next](#) list, the magazine's annual list of individuals who are shaping the future of their fields and defining the next generation of leadership.

Mr. Page joins a roster of notable personalities who serve as ambassadors for Longines, including actress Kate Winslett, Eddie Peng, Simon Baker and Chi Ling Lin.

Longines also featured brand ambassadors and professional alpine skiers Marco Odermatt and Loc Meillard in an advertising campaign earlier this year. The collaboration served to link the heritage brand's precision in watchmaking to the skiers' quest for peak performance ([see story](#)).

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