

WATCHES AND JEWELRY

Longines taps extreme sports icon as newest ambassador

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Swiss adventurer Graldine Fasnacht is the newest Longines ambassador. Image credit: Longines

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Longines is highlighting its adventurous spirit with a new brand ambassador.

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Longines has welcomed Swiss adventurer Graldine Fasnacht to its roster of ambassadors. In addition to sharing the watchmaker's Swiss roots, Ms. Fasnacht is known as a pioneer in extreme sports who stands out with an artistic approach to her daring stunts.

Pioneering spirit

The famous adventurer, who was previously a Tag Heuer ambassador ([see story](#)), embodies Longines' elegance and sporting excellence. She is also known as a freeride snowboarder, base jumper, wingsuit and plane pilot.

Ms. Fasnacht joins other athletic Longines ambassadors including American alpine skier Mikaela Shiffrin, Swiss alpine skier Loc Meillard and Swiss horse rider Jane Richard. Actors Kate Winslet and Reg-Jean Page are also part of the Longines family ([see story](#)).

[View this post on Instagram](#)

A post shared by Geraldine Fasnacht (@geraldinefasnacht)

Geraldine Fasnacht announced the partnership on social media

"I am delighted to be joining the Longines family," Ms. Fasnacht said in a statement. "The brand values and history perfectly represent my persona and activities as an adventurer in the air and in the mountains.

"Longines has a history of famous women pioneers conquering land, sea and air while pushing their courage and breaking new boundaries," she said. "I look forward to being part of that mission whilst carrying the elegance of Longines timepieces throughout my adventures."

In a 2021 campaign, Mr. Meillard and fellow Longines ambassador Marco Odermatt took to the slopes. Set in the Swiss Alps, "The Pioneer Spirit Lives On" emphasizes the skiers' strength, focus and precision ([see story](#)).

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