

JEWELRY

Hodinkee, Longines lift limited-run anniversary model

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Only 190 gold watch models will be produced under the Longines Master Collection 190th Anniversary series. Image credit: Longines

By LUXURY DAILY NEWS SERVICE

Watch platform **Hodinkee** is spreading word of a new release, on behalf of a coveted brand partner.

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Rolling out with a trio of three-handed dress watches, Swiss luxury watchmaker Longines is honoring a milestone with the limited release of its Longines Master Collection 190th Anniversary series. A blog post published by Hodinkee revealed that just 190 of Longines' new dress watches, which come in stainless steel, 18k yellow gold and 18k rose gold, will be made available between the gold and rose gold varieties.

Leading luxury

Longines' latest release marries craftsmanship and excellence with ease, in recognition of its rich heritage.

Encased in precious metals 40mm diameters end-to-end, each anniversary model features an exclusive Longines in-house movement with a silicon balance-spring. The automatic accessories are water resistant up to 100 feet.

For their 190th anniversary, **@Longines** has released a trio of three-handed dress watches within the company's Master collection, all riffing on the same overall design in three different case metals: stainless steel, 18k yellow gold, and 18k rose gold. <https://t.co/kmZ8mFcGM4>

Hodinkee (@Hodinkee) **September 20, 2022**

Watch glass is also scratch-resistant, made of sapphire crystal, and includes several dual-sided layers of anti-reflective coating.

Grey strap faces are constructed from alligator leather, while engraved Arabic numerals and aureate hands serve as Longines' hour markers of choice for its golden child.

The collection's Rose gold model varies in color detail, but at a matching price point of \$12,000, comes with no less

luster. Longines' stainless steel model provides a slight price reprieve, landing at \$2,400.

Both of the Swiss company's gold options will be marked according to the collection's limited-edition premise, numbers through 190 total models.

The watch is available online through Longines' site, and in-store at authorized retailers.

Hodinkee is a champion of Swiss watchmakers, a region that continues to thrive.

The Federation of the Swiss Watch Industry reported that the first six months of 2022 reflected nearly 12 percent growth in the value of exports compared to the same period in 2021. The total export value for all Swiss watches in this period was a sizable 11.9 billion Swiss francs, or about \$12.5 billion at current exchange, according to a blog posted on the platform's site ([see story](#)).

"One-hundred-and-ninety-years might seem like a somewhat odd anniversary to celebrate," said Logan Baker, editor at [Hodinkee](#), in a statement.

"But if the result is as attractive and affordable as the new steel addition to the Master Collection, I'm already looking forward to what Longines' 191st birthday brings to the table."

The category, which, adjacently, appears to be fueling overall growth for select luxury houses, would be remiss not to continue with its commemorative marketing approach.

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