

JEWELRY

## Longines debuts first certified chronometer watch

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*The new Longines Record Heritage chronometer is certified by the Swiss Official Chronometer Testing Institute (COSC). Image credit: Longines*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Longines** is concluding its 190th anniversary year with the brand's first tachometer chronograph watch.

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A first for Longines, all timepieces in the Record collection are certified as chronometers by the Swiss Official Chronometer Testing Institute (COSC). The new horological offering is available in-store and online as well as internationally in official Longines retailers.

An elegant timepiece

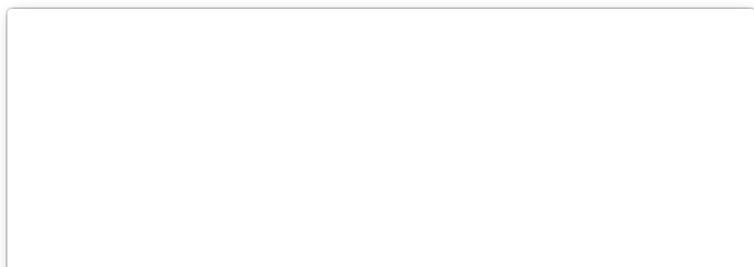
Chronometer-certified watches are high-precision timepieces that keep accurate time in spite of elements like air pressure, humidity and temperature, and were historically developed for marine navigation.

In honor of the release, the Swiss watchmaker dropped a brief, 30-second campaign film on Oct. 12 to drum up interest in the new Record automatic models. In a coordinated effort, the luxury watch purveyor also released an Instagram post to its 1.3 million followers.

*The "Record Heritage" campaign film from Longines*

The new Longines Record Heritage is presented on a brown calf leather strap with ecru stitching, and while the watch is not magnetic resistant, it features a polished bezel, and anti-reflective and scratch-resistant sapphire crystal.

The round watch face bears golden Arabic numerals and indexes.



[View this post on Instagram](#)

A post shared by Longines (@longines)

*Embodying the Longines mantra that "elegance is an attitude," the Record Heritage watch is crafted of stainless steel*

The Record Heritage watch is priced at \$3,000 and includes a five-year warranty.

The luxury watchmaker's latest ambassador is Swiss adventurer Galdine Fasnacht ([see story](#)), who joins other athletic brand reps including American alpine skier Mikaela Shiffrin, Swiss alpine skier Loc Meillard and Swiss horse rider Jane Richard ([see story](#)).

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