

JEWELRY

Longines uplifts timepiece refresh with actress Kate Winslet

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The Academy Award-winning star of the silver screen adds her endorsement to the initiative. Image credit: Longines

By ZACH JAMES

Swiss watchmaker Longines is revamping a relatively new product line with a fresh marketing endeavor.

Originally released in 2023, the Mini Dolcevita timepiece collection is being refreshed this month via a campaign starring English actress and longtime brand ambassador Kate Winslet. The launch follows a variety of other interactions with Hollywood icons, following a trend of tapping film industry staples for major initiatives.

Embracing limitations

The new branded spot sees the Academy Award-winning talent muse on the importance of time in each individual's life, making sure to not miss the little things in pursuit of the next big thing.

This is perhaps an apt message for the Mini Dolcevita watch, itself a smaller version of the Dolcevita timepiece, a staple of the brand's lineup since its debut in 1997.

Longines presents new versions of the horological design

In the campaign film, directed by celebrated British photographer Greg Williams, Ms. Winslet is seen residing on a quaint coastal property. Overlooking the waves from her dwelling, the maison's muse discusses living in the moment, or as the film puts it, taking the "time... to just, be."

A soothing piano riff scores the black-and-white visuals, emboldening the classical feel of the advertisement. In the 30-second-long video, the actress' spoken words are shown to be a letter she is writing to an unseen presence, her handwriting appearing as a sort of subtitle at various points.

At the end of the film, Ms. Winslet takes her own advice, seizing the moment and jumping into the sea.



The talent joined Longines as its "Ambassador of Elegance" in 2017. Image credit: Longines/Greg Williams

Alongside the campaign, new Mini Dolcevita models have hit store shelves. The rectangular, stainless-steel timepieces with a dual-strap design now come in a variety of new colorways, including black, beige gold, pink, red, orange and green options, all forged from Nappa leather.

Available now on Longines' [website](#), the watches range in price from \$1,650 for the green strap variant to \$3,900 for the pink special 150th Kentucky Derby Edition.

Hollywood connections

Touting Ms. Winslet's Involvement, the latest advertising initiative from Longines follows luxury trends closely.

Film industry talents and iconography have been hot commodities for the overall space, but especially among horology labels.



Longines frequently works with Oscar-winning American actress Jennifer Lawrence, alongside other Hollywood mainstays. Image credit: Longines/Greg Williams

In recent months, Swiss watchmaker Tag Heuer has embraced filmmakers and movies, having their watches appear in multiple big-budget blockbusters. Next up is Universal Pictures' *The Fall Guy*, where the brand's Carrera Chronograph appears alongside Academy Award winners and dangerous stunts ([see story](#)) the movie is set to hit theaters this week.

Meanwhile, Swiss watchmaker Rolex continued its annual tradition of activating in the greenroom at the yearly Oscars ceremony, uplifting its Perpetual Arts Initiative ([see story](#)).

Outside of the timepiece space, German automaker Mercedes-Benz ([see story](#)) and French fashion house Chanel ([see story](#)) also worked with well-known Hollywood names in the past several weeks.