

COMMERCE

Longines signs British actor Henry Cavill

February 14, 2025



Mr. Cavill will represent Longines in global campaigns. Image courtesy of Longines

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Longines is taking note of the natural alignment between the 193-year-old company's values and those of its latest appointee.

Best known for his roles in DC Comics' *Superman* and Paramount Pictures' *Mission: Impossible - Fallout*, British actor Henry Cavill has been named an Ambassador of Elegance by the house. Mr. Cavill will represent Longines in global campaigns, in addition to other forthcoming promotional engagements.

"In Henry, we recognize a real affinity with our brand's values," said Matthias Breschan, CEO of Longines, in a statement.

"His sophistication, genuine warmth and multifaceted personality reflect what elegance means today," Mr. Breschan said.

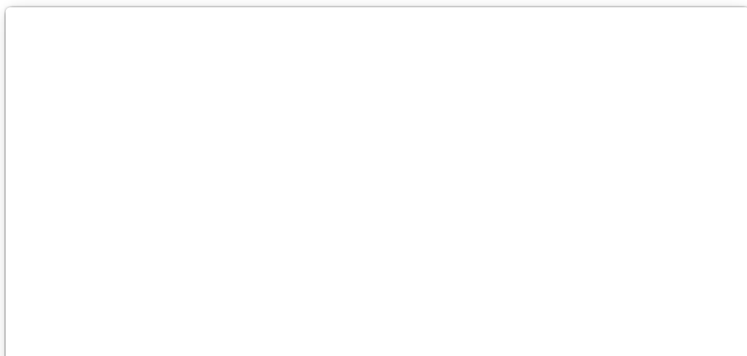
"Whether commanding the screen in epic productions or sharing his passions for aviation and equestrianism, he maintains an authenticity and grace that makes him a clear embodiment of the Longines spirit."

Elegance is an attitude

In a statement released Feb. 14., Longines praises Mr. Cavill's refined sense of style, as well as his artistic evolution and authenticity, both on and off the screen

In addition to past and future appearances, Mr. Cavill will soon executive produce and star in a film adaptation of the popular mini game Warhammer 40,000 from Amazon Prime Video.

The talent founded Promethean Productions in 2013. His company focuses on employing original storytelling to deliver meaning and impact.



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As a brand ambassador, Mr. Cavill will visit Longines' headquarters in Saint-Imier, Switzerland, where he will experience the craftsmanship behind the house's watchmaking tradition.

This is not the first time that Longines has look to the silver screen for sales inspiration, signing American actress Jennifer Lawrence as the face of the Mini DolceVita watch for women in 2023 ([see story](#)).

"What draws me to Longines is their understated elegance," Mr. Cavill said, in a statement.

"True quality doesn't need to announce itself. It's evident in every detail and in every action," he said. "This is a philosophy, backed by generations of precision craftsmanship and artistry, that resonates deeply with my own values."

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