

WATCHES AND JEWELRY

New Longines book explores brand's historic ties to pioneers

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Across 50 chapters, "Longines Watches That Made History" traces how precise timekeeping intersected with major milestones of the 19th and 20th centuries. Image credit: Longines

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Longines is placing the role its timepieces have played across science, sport and exploration into the spotlight.

The maison has introduced "Longines Watches That Made History," a new illustrated volume that examines the stories behind 50 notable watches and the figures who wore them. Written by Swiss-based journalist and watch specialist Pierre-Andr Schmitt alongside collectors and the brand's heritage team, the book aims to present the brand's history through personal narratives tied to emblematic Longines' models.

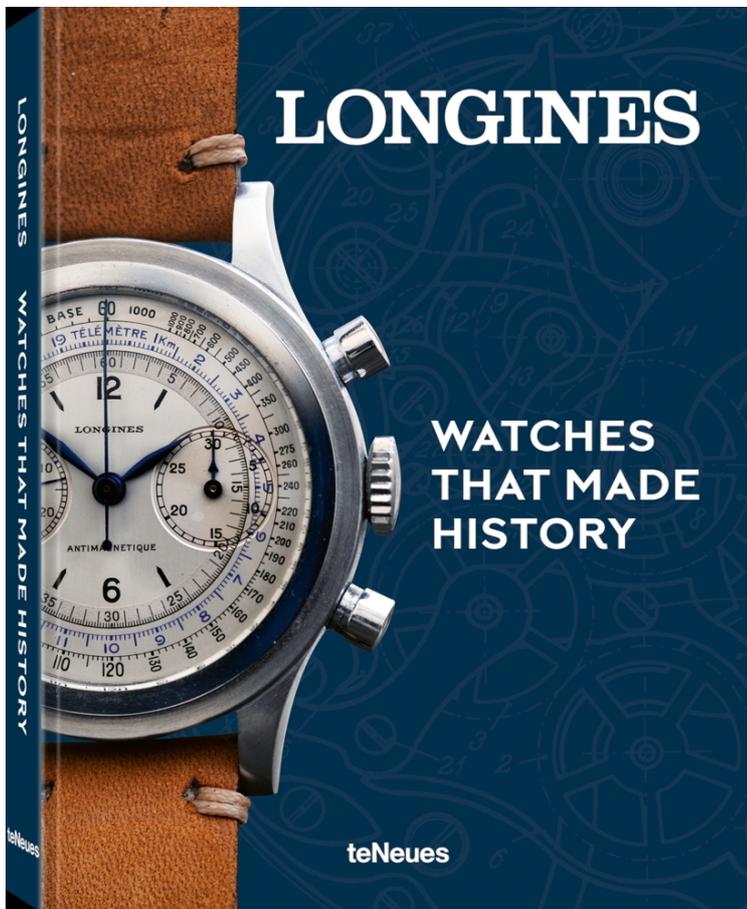
"From the very beginning, bold decisions have consistently driven Longines forward, inspired by a pioneering spirit and the desire to always remain one step ahead," said Patrick Aoun, president and CEO of [Longines](#), in a statement.

"The exclusive timepieces presented in this book, shown in their historical context alongside the people who relied on them, are a remarkable testament to this."

Moments in time

Across 50 chapters, Longines' book traces how precise timekeeping intersected with major milestones of the 19th and 20th centuries, pairing individual watches with the achievements or contexts that made them notable.

Among the stories are those of aviation pioneers such as Amelia Earhart contemporaries Amy Johnson and Charles Lindbergh, whose record-setting flights relied on accurate navigation instruments.



The 288-page hardcover features roughly 400 archival images. Image credit: Longines

The volume gives credit to those who worked beyond aviation, including German-born physicist Albert Einstein, Italian-French actor Yves Montand and American boxing champion Joe Louis, outlining how its watches impacted culture across the board.

The 288-page hardcover features roughly 400 archival images, including previously unpublished photographs, alongside technical details about Longines chronographs, pilot's watches and specialized timing instruments ([see story](#)).

Published by Germany's teNeues, the book will be available in multiple languages through online and physical bookstores worldwide.

"We centered the content of this book around the stories of fearless men and women," said Daniel Hug, head of brand heritage at Longines, in a statement.

"The human touch helps us to better understand the meaning and the importance of accurate watches," Mr. Hug said. "Often the Longines timepieces made the difference between success and failure."

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