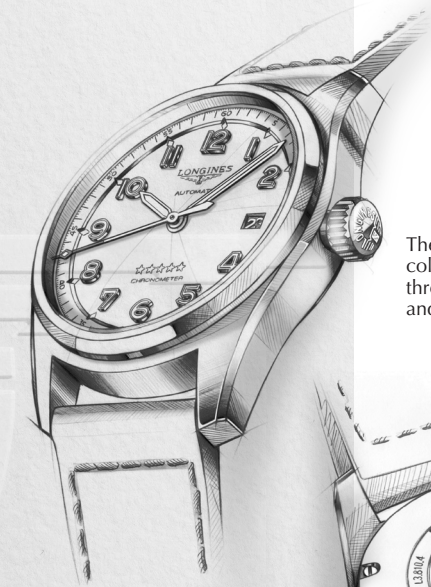


Amelia Earhart in 1931 after setting a new altitude record for an autogyro plane. **OPPOSITE, INSET:** Another US pilot who relied on Longines was Elinor Smith (in 1930), who set many speed, endurance and altitude records.



The Longines Spirit collection features three different faces and two diameters.



“This collection takes traditional features from pilot’s watches and combines them with contemporary lines and codes”

– Matthias Breschan, Longines CEO



Nor is this a universe where owning an iPhone makes fabulous wristwear superfluous. “No-one buys a watch just to check the time anymore,” he admits in good humour. “It’s more a status symbol, telling people who you are, what your tastes are, what’s your mood. Wearing a Longines timepiece sends a clear message: my watch has a story to tell, and so do I.” A Spirit piece’s story of course depends on the woman wearing it, but the intention is that she feels as fearless, passionate and free as Earhart did soaring solo for almost 15 hours across the ice-cold, windy Atlantic, her Longines strapped to her wrist beneath her leather bomber’s cuff.

For now, Spirit features three unique dials – grained silver, matte black and striking sunray blue – in 40 and 42 millimetre diameter sizes, embellished with the brand’s famous winged hourglass logo and finished with a polished steel or leather strap. On the tech side, all models are fitted with exclusive, new self-winding movements and anti-magnetic silicon balance springs.

“The Longines Spirit Collection is made for modern pioneers: active men and women for whom style and performance go hand in hand – people who are not afraid of failing and always want to forge ahead,” Breschan says. Perhaps modern trailblazer, mother, movie icon, philanthropist and long-time Longines ambassador Kate Winslet summed up the sentiment best: “Life is short, and it is here to be lived ... it isn’t a dress rehearsal.” If Earhart were still with us, she would probably agree – then boldly ask Matthias Breschan for the polished steel Spirit with light brown leather strap, pronto.

pioneers of the past. That’s why Earhart’s go-to watch brand used her essence as inspiration for its latest range, the Spirit collection. Sport, adventure and ground-breaking achievement, points out CEO Matthias Breschan, have always been part of the 189-year-old luxury company’s DNA. “During the first half of the twentieth century, Longines watches and instruments received the complete trust of many pioneers of exploration and aviation, both men and women. Today, the Longines Spirit collection brings this rich heritage back to life – a tribute to exceptional men and women who ... have left their mark on history, encouraging new generations to push the boundaries.”

Nerves of steel or Olympic prowess aren’t a prerequisite for owning one, though, just as Breschan points out that the impressive Longines HydroConquest watch he loves wearing doesn’t make him a professional diver – though it does makes him look and feel the part.

COURTESY OF LONGINES.

# DESIGNER DOSSIER fearless FASHION

Longines’ latest collection was both inspired by and created for bold, adventurous women, writes Rachel Sharp

Amelia Earhart – aviator, adventurer, charismatic post-war celebrity, activist and unintentional style icon (she put flight jackets on the fashion map long before Balenciaga’s It-version ruled the noughties) – was the poster girl for pioneering spirit. Probably less known is that the ground-breaking American pilot was a stickler for time-keeping and loved her Longines wristwatch so much it was her constant companion in the air. “Pleasure to say I carried Longines on Atlantic flight,” she relayed in a telegram to the Swiss watchmaker soon after making history as the first woman to fly across the Atlantic solo and non-stop, in 1932. “This particular time piece made two air crossings, beside many other flights last 10 years. Have found its reliability and accuracy an asset always,” she added.

There’s been much ado in recent years about the future being female, but to truly understand what that means we need to appreciate our phenomenal