

## Elegant and timeless, the Flagship Heritage dares to go black

*Longines pays a glorious tribute to its Flagship collection with a new model that features a black dial and emblematic design from the 1950s. Inspired by a rare piece from the era, this watch showcases a simple and timeless aesthetic. Combining technical expertise and vintage elegance, this timepiece enriches the brand's Heritage line.*

Launched in 1957, the Flagship collection was one of the first lines to be named by Longines. The flagship flies the flag of the commander-in-chief of the fleet. With this resolutely conquering name, the collection would go on to become a crown jewel for the winged hourglass brand from the 1950s onwards. Initially intended for men, these watches also enjoyed great success with female customers.

Today, Longines revisits this timeless, unisex design by drawing inspiration from a rare model with a black dial from 1957, which is particularly prized by collectors. Combining technical expertise and elegance, the new all-black Flagship Heritage will appeal to all vintage watch enthusiasts.



This timepiece is equipped with a self-winding mechanical movement (L615) and includes a stainless steel case with a diameter of 38.50 mm. A characteristic feature of the collection, the case also features bevelled, inward-pointing horns, which gives the piece a refined and stylish silhouette.

Faithful to the design of the original watch, this model unveils a black lacquered domed dial with a polished finish, accentuated by applied indexes in the shape of faceted trapezoids. Located at 6 o'clock, the date is indicated by an off-centre small seconds counter and the "Flagship" inscription, both emblematic of the watchmaking aesthetics of the 1950s. The dolphin-shaped hands enhance this understated composition, encased in an anti-reflective sapphire crystal.

An emblem of the collection, a golden caravel decorated with blue enamel is engraved on the screw-down case back. The model is presented on a black leather strap decorated with fine beige stitching and equipped with a pin buckle.

This new variation completes the Flagship Heritage line, which until now consisted of a steel version with a cream dial, as well as a limited series launched for the collection's 60th anniversary, celebrated in partnership with the brand's Ambassador Kate Winslet.

*Based in Saint-Imier in Switzerland since 1832, the watchmaking company Longines wields expertise steeped in tradition, elegance and performance. With generations of experience as official timekeeper of world championships, and as partner of international sports federations, Longines has built strong and long-lasting relationships in the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watch manufacturer. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.*