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Press Release

Longines Christmas at Sands Shoppes
Brings the Festive Vibes with Joyful Christmas-
Decorations and a Star-Studded Lighting Ceremony

[2018 Nov 15, Macao]– Swiss watchmaking brand Longines and Sands Shoppes Macao jointly held a lighting ceremony today at The Venetian Macao's Shoppes at Venetian to unveil wonderful Christmas decorations including an enormous Christmas tree and a beautifully crafted flying horse, creating unforgettable memories for families and friends.

Longines' glittering Christmas decorations are showcased at Shoppes at Venetian, Shoppes at Parisian, Shoppes at Four Seasons and Shoppes at Cotai Central from now until Jan. 2, 2019.

The event, which took place at Shoppes at Venetian's St. Mark's Square, was honoured with the presence of Longines Ambassador of Elegance Ms. Chiling Lin, who appeared from one of The Venetian Macao's signature gondolas. She then officiated at the lighting ceremony alongside Stephen De Lucchi, Country Manager of Swatch Group Macau, Stéphanie Lachat, International PR, Heritage and Digital Manager of Longines and Elinda Cheng, Vice President of Longines Macau, and representatives from Sands China Ltd. including Ruth Boston, Senior Vice President of Marketing & Brand Management, Tim Jones, Senior Vice President of Retail Development and Rita Simonetta, Vice President of Retail Marketing, to unveil a scintillating horse installation.

This year the theme of the Christmas decorations is inspired by Longines' equestrian heritage, with horses as the central element. For over a century, the shared passion for speed and precision has built a firm connection between equestrian sports and the renowned watchmaker.

Shoppes at Venetian will be graced by the beautiful Longines' Christmas tree embellished with swirls of radiant lights, under which is an ornamented box, which opens at regular intervals to reveal its hidden gem – a beautifully crafted flying horse amidst heart-melting Christmas gifts. Visitors to Shoppes at Parisian

can take memorable photos with their loved ones inside an imposing carriage next to the tree and also have the chance of winning a Longines watch by uploading them to the Longines website. Meanwhile at Shoppes at Four Seasons visitors can enjoy an impressive sled installation set to be this season's selfie point; while the giant postage stamp installed at Shoppes at Cotai Central serves as a warm greeting, reminding visitors to send heartfelt messages this festive season.

"I adore these Christmas decorations, especially the flying horse. They remind me that it's time to plan my Christmas gift shopping to create a joyful festive season with my family and friends," said Ms. Lin.

The Christmas highlight from Longines is a ladies' model from the Record collection, featuring a white mother-of-pearl dial with 13 diamond indexes. Its steel case is set with diamonds. The Record collection combines classic elegance and excellence, with each piece housing a movement which includes a single-crystal silicon balance spring with unique properties certified as a chronometer by the Swiss Official Chronometer Testing Institute.

About Longines

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

This release is prepared and distributed by PR Network on behalf of LONGINES. For more information, please contact:

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