



Press Release

Spectacular Longines Christmas Decorations Launched by Actress Linda Chung at Sands Shoppes Macao

27th November 2019, Macao ---- Actress Linda Chung has officiated at a lighting ceremony at Shoppes at Venetian to mark the second year Swiss watchmaking brand Longines and Sands Shoppes Macao have collaborated to create Christmas decorations to delight visitors to The Venetian® Macao and The Parisian Macao this festive season.

The unveiling of the magical Christmas decorations took place at St. Mark's Square in Shoppes at Venetian, where Ms Chung joined Elinda Cheng, Vice President Longines Macau, Rita Simonetta, Vice President of Retail Marketing, Sands China Ltd. and CK Leong, Director of Mall Management, Sands China Ltd. to activate a spectacular festive music box and 13-metre blue rhombus Christmas tree.

The carousel music box forms the base of the unique tree, which features exquisite Christmas themed décor including atmospheric LED lights and horse miniatures that symbolise Longines' equestrian heritage. Festive melodies will play from the music box every 15 minutes, as the horses on the ornamental base strike different postures.

The collaboration has also created a festive Instagrammable spot at Place Vendome in Shoppes at Parisian, where a Parisian Christmas market themed installation with music stave and notes décor swirls around a spectacular Christmas tree and lampposts embellished with lighting reminiscent of stringed instruments. Christmas music will be played at every hour graced by a Longines timepiece display, transporting visitors to the romantic streets of Paris.

"I am delighted to be here today to officiate at the Longines lighting ceremony," said Linda Chung. "The fairy carousel music box, together with the charming carols really put us in a festive mood, recalling many wonderful Christmas memories. I am sure these lovely music-inspired installations will fill festive Christmas photos with joy and warmth."



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Longines' Christmas decorations will be showcased at Shoppes at Venetian and Shoppes at Parisian until 2nd January, 2020.

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.



St Mark's Square, Shoppes at Venetian

Longines' festive music box and 13-metre blue rhombus Christmas tree will be showcased until 2nd January, 2020.



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Place Vendome, Shoppes at Parisian

Longines' Christmas decorations include a music themed Christmas tree and lampposts, graced by a Longines timepiece display.

For Imagery:

<https://www.dropbox.com/sh/9bugv10vpl4vi7k/AADEty0o9-NpuQpcYMtoHfxHa?dl=0>

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