Longines celebrates its 180th anniversary in Saint-Imier, Switzerland

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Walter von Känel, Director of Longines addressing the gathering

Longines celebrated its 180th anniversary this year in Saint-Imier, Switzerland, the village where Longines was founded. 180 celebrity guests, local politicians, representatives of the Swatch Group and journalists were present at the event.

Recalling Longines' rich history and its continued development across the ages, the

various speakers – including Nick Hayek, President of the Executive Group Management Board of The Swatch Group, and Walter von Känel, Director of Longines – all emphasised the importance of the close ties that link the company to the town of Saint-Imier.

The Longines Museum was also officially reopened. The guests had the opportunity of discovering the various refurbished rooms where all Longines' historical treasures are on display.

The entire museum has been refurbished this year, to mark the company's 180th anniversary, and offers visitors a coherent, structured presentation of all the different aspects of the history of Longines.