Simon Baker Appointed As Longines Ambassador Of Elegance

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Simon Baker

Swiss watchmaker Longines announced the appointment of Simon Baker as its new Ambassador of Elegance.

The Australian actor is well-known for the lead role in the television series ‘The Mentalist’ as well as his roles in movies such as Margin Call. Simon Baker personifies the core values of Longines and perfectly underlines the slogan “Elegance is an attitude”.

He was officially introduced as worldwide Longines Ambassador of Elegance at the Prix de Diane Longines in Chantilly (France), where Longines is the title partner and official timekeeper. Simon Baker presented the trophy to the winner of the Prix de Diane Longines during the ceremony. Walter von Känel, President of Longines said, “we are delighted to welcome Simon Baker to the Longines family.”

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