



Press release

## **Winner of 2017 Longines Kentucky Oaks Race & Elegant Fashion Contest Celebrated in Grand Style by Longines**

*Swiss Watchmaking Brand, Longines, spotlights horse racing and fashion as the Official Timekeeper and Watch of the Triple Crown*

**St. Imier (Switzerland) / Louisville, KY (USA), May 5, 2017** – Internationally renowned Swiss watch brand, Longines, was proud to be the Title Partner and Official Timekeeper of the Longines Kentucky Oaks, held on the day before the Kentucky Derby. The featured Group 1 race for 3-year old fillies was claimed by Abel Tasman, and the winning horse's team was presented with a Longines timepiece from the Conquest Classic collection.

As the fourth highest attended horse race in the United States – following the Triple Crown legs also timed by Longines – the Longines Kentucky Oaks is also renowned for the elegance of its audience, as well as its inimitable and legendary Longines Fashion Contest, during which the lady with the most stylish and elegant look is rewarded a stunning a stainless-steel and rose gold watch from the Longines DolceVita Collection - a line inspired by the Italian sweet life. The panel of judges this year included the Longines Ambassador of Elegance and women's tennis icon, Stefanie Graf, who added to the glamour of the event, as well as radio host, model and lifestyle influencer, Courtney Sixx, style influencer, Sam White, and actress Jill Goodacre Connick, who picked out their favorite looks as fashionable ladies strutted down the runway.

As the Official Watch and Timekeeper of the Kentucky Derby weekend, Longines had the pleasure to be an integral part of the 143<sup>rd</sup> running of the Longines Kentucky Oaks, America's premier and most lucrative race for 3-year old fillies. At the end of an exhilarating race, Abel Tasman crossed the finish line ahead of Daddys Lil Darling and Lockdown. To mark Abel Tasman's victory, the brand rewarded owners Teo Ah Khing, representing the China Horse Club and Bernard Clearly, representing Clearsky Farms, trainer Bob Baffert, and jockey Mike Smith with elegant timepieces from the Conquest Classic collection.

During the Kentucky Derby weekend, Longines timepieces and branded clocks are on display throughout Churchill Downs' facilities, in which the brand's logo is prominently featured on the official red carpet, racetrack and in other surrounding areas. Further, a digital Longines Kentucky Derby Countdown Clock was revealed on Churchill Downs' official event website ([www.KentuckyDerby.com](http://www.KentuckyDerby.com)) to observe this historic race.

For more information and photography from the 143<sup>rd</sup> Kentucky Derby visit:

[http://inr.synapticdigital.com/longines/kentucky\\_derby\\_2017](http://inr.synapticdigital.com/longines/kentucky_derby_2017)

About the watches:

The Longines DolceVita is cased in steel and rose gold and decorated with diamonds. Displaying a silver-coloured "flinqué" dial adorned with painted Roman numerals, the timepiece is mounted on a stainless steel bracelet.

The official watch of this year's Triple Crown is the Conquest 1/100th Horse Racing, paying homage to all those passionate about flat racing and Longines' rich tradition in sports timekeeping. The first traces of the brand's involvement in equestrian sport date back to 1878, when Longines produced one of its most emblematic items, a watch engraved with the image of a jockey and his mount. Seen on American racetracks as early as 1881 and



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extremely popular among jockeys and horse-lovers, this model enabled its user to time performances to the seconds.

**About Longines**

*Longines has been based at Saint-Imier, Switzerland, since 1832. It has generations of experience as the official timekeeper at world championships and as a partner of international sports federations. Longines is a member of the Swatch Group S.A., the world's leading manufacturer of horological products. With an excellent reputation for creating refined timepieces, the brand, whose emblem is the winged hourglass, has outlets in over 150 countries.*

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