

19-21 February 2016 AsiaWorld-Expo

For Release

## LONGINES MASTERS MAKES TRIUMPHANT RETURN TO HONG KONG ON ASIAN LEG OF ITS THREE-CONTINENTS SERIES



*Sell-out crowd welcomes back highlight of Hong Kong social calendar twinning world-class showjumping with luxury lifestyle & entertainment*

**(Hong Kong, February 19, 2016)**– On the opening night, a sell-out audience welcomed the return of the world's most glamorous equestrian competition, the Longines Masters of Hong Kong.

Asia's showjumping event of the year is the Asian leg of the tri-continental Longines Masters Series that opened in Los Angeles on October 2015 and continued on to Paris in December 2015.

The prestigious Longines Masters of Hong Kong is being showcased at AsiaWorld-Expo and matches world-class showjumping with sophisticated lifestyle and entertainment for equestrian sports enthusiasts of all ages.

Longines Ambassador of Elegance Jane Richard Philips made a top start to the 2016 Longines Masters of Hong Kong winning the opening class of the evening (Against the Clock 1.45m), riding Dieudonne de Guldenboom. The Swiss rider was successful in a time of 58.37 sec. She was thrilled with her successful start to the three days competition. "It's really nice to be back in Hong Kong," Richard Philips said.

It was an all female finish with young UK star Jessica Mendoza securing second placing on Wan Architect and Spain's Pilar Lucrecia Cordon third riding Nuage Bleu. Ireland's Bertram Allen was fourth and French champion Roger Yves Bost was fifth placed on Record d'Oreal.

Competition highlights of the opening evening (Friday) were two classes presented by the Hong Kong Jockey Club, founding partner of the Longines Masters of Hong Kong.

The opening night saw the third edition of The Hong Kong Jockey Club Trophy and the spectacular return of The Hong Kong Jockey Club Race of The Riders.

The Hong Kong Jockey Club Trophy saw the young Irish star Bertram Allen triumphing on *Quiet Easy 4* following on by Finland's Anna-Julia Kontio on and in 3<sup>rd</sup> place, Great Britain's Laura Renwick, on *Bintang II*.

Later on in the day, Hong Kong's top jockeys were paired with top show jumpers in *the 'The HKJC Race of the Riders'*. It proved to be a tight, enthralling competition with Joao 'The Magic' Moreira and his German partner Daniel Deusser claiming first place, followed by Neil Callan and his young Irish showjumping compatriot Bertram Allen, 'The Irish Flames'. In third place Vincent Ho and French star Simon Delestre, confidently declaring themselves as team 'The Speed Masters', and followed by 'The Hong Kong Dynamic Duo' Derek Leung and Jacqueline Lai, who is Hong Kong's representative rider throughout the three days.

For the first time in Longines Masters history, visitors will have the privilege of meeting a very unique type of athlete and the real stars of these three days of competition: the horses! This year, three actual stables within the Hong Kong Jockey Club Horse Pavilion will offer a rare opportunity for horse enthusiasts and anyone looking for an exclusive photo-taking experience to admire these incredible champions up close.

In addition to a sell-out audience, the event also hosted 3,000 school children invited by the Hong Kong Jockey Club and the Hong Kong Equestrian Federation. They were able to enjoy the spectacular day of exciting competition classes for children as well as a range of activities that included balloon twisting, face painting, arts & crafts, scavenger hunts, quizzes, games & miniature jumps.

After the main opening evening competitions, history was made at the Longines Masters of Hong Kong with the return of the 'Sport of Kings' to Hong Kong for the first time in 30 years.

The inaugural Shanghai Tang Polo Cup is being contested over all three days, with exhibition matches between four 4-a-side teams of celebrity polo players and eight horses from the Chantilly Polo Club in France.

Sponsored by luxury lifestyle brand Shanghai Tang, the fast-paced, dynamic spectacle proved a thrilling finale to the first day with star polo players from around the world including French No. 1 Brieuc Rigaux, Australian champion Dirk Gould, Great Britain's Malcolm Borwick and Argentinean star Nico Curto.

EEM's desire to innovate and encourage Hong Kong audiences to re-discover polo goes beyond the professional matches. As part of an entertaining array of lifestyle events, introductory polo sessions with wooden horses and small foot mallets run for children as well as adults throughout the weekend.

The glamorous 3-day showjumping spectacle continues tomorrow (on Saturday), headlined by speed & skill with the Asian leg of the 'Longines Speed Challenge' – the only speed competition of its kind in the world, encouraging riders to improve on their times from one continent to the next over an identical course in Los Angeles, Paris and Hong Kong.

Meanwhile, in an elegant 'Prestige Village', sophisticated luxury lifestyle takes centre stage, shining the spotlight on contemporary art, champagne and wine tastings and live gastronomy demonstrations alongside numerous fine food outlets. Luxury boutiques include an elegant showcase whereby Longines, the Title Partner and Official Timekeeper of the event, will present the Official Watch of the Longines Masters of Hong Kong, which is a model of The Longines Master Collection, the visitors will also discover other elegant timepieces of the Swiss watch brand. Fashion for men and women are presented by Spanish fashion house Massimo Dutti and luxury lifestyle designer, Shanghai Tang. Aspiring young riders can also admire latest equestrian fashion at top-end saddleries, namely Hermes Sellier and Dy'on, while everyone else enjoyed equestrian arts showcased by the Opera Gallery and renowned sculptor Richard Orlinski.

Even after the equestrian events are over each evening, the buzzing atmosphere continues with live DJ entertainment and dancing. Friday ended with an 'after party', with the Longines Masters' resident DJ Jeremy Charlier spinning upbeat lounge tunes. Guests also enjoyed a wide selection of cocktails, created by Master Mixologist Filippo Balden, one of the world's leading cocktail mixers.

Hong Kong's high-society is meanwhile out in force all weekend at prestigious ringside dining tables at the VIP Masters Club by 2 Michelin-starred Chef Yves Mattagne, the most exclusive seats in the arena with gastronomic wining & dining.

The party will continue tomorrow (Saturday night), with Iconic French house DJ duo exclusively bringing great vibes to the 2016 Longines Masters of Hong Kong. In what is a major coup for Hong Kong electronic music fans, Cassius will take centre stage at the Prestige Village after party at the close of competition.

Cassius duo, Zdar and Boombass will perform together in Hong Kong for the first time and are set to fire up a huge celebration following the thrilling Longines Speed Challenge and will maintain the excitement and enjoyment in the Prestige Village.

Exclusive entertainment also extends to a special preview of a breathtaking new show at the City of Dreams in Macau, 'The House of Dancing Water', on Sunday – the final day of The Longines Masters of Hong Kong 2016.

Sunday is headlined by the final leg of the main tri-continental Longines Masters, an Olympic-level grand prix competition between the world's top showjumping stars.

Tickets for The Longines Masters of Hong Kong 2016 can be purchased at:  
[www.longineshkmasters.com](http://www.longineshkmasters.com) or <http://venue.cityline.com>.

For VIP/Corporate hospitality visit: [www.fasttrackagency.hk](http://www.fasttrackagency.hk).

Ticket details:

Sessions	Prestige Seats	Standard Seats
Session 1 - 19 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 2 - 20 Feb 2016, 9:00am-6:00pm	n/a	\$330
Session 3 - 20 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 4 - 21 Feb 2016, 9:00am-6:00pm	\$980	\$850

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### **Editors' Notes:**

Website: [www.longinesmasters.com](http://www.longinesmasters.com)

Press Accreditation: [http://www.longinesmasters.com/en/press\\_accreditation](http://www.longinesmasters.com/en/press_accreditation)

Ticketing: [www.longinesmasters.com/en/ticketing](http://www.longinesmasters.com/en/ticketing)

Official Trailer for The Longines Masters Series 2015-2016 'We Ride the World':  
<https://youtu.be/DGtw5rkV2Fo>

The Ride of My Life web series: <http://www.longinesmasters.com/en/masters-tv>

Accreditation link : [http://www.longinesmasters.com/en/press\\_accreditation](http://www.longinesmasters.com/en/press_accreditation)

### **ABOUT THE LONGINES MASTERS**

Established in three of the world's most iconic cities—Los Angeles, Paris and Hong Kong—the unique Longines Masters series is recognized by the Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

The world's best riders and horses compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Masters Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters Grand

Slam Super bonus. For two successive victories, the rider will be awarded €500,000, and winners of two non-successive victories within a series of three Longines Masters Grand Prix will receive a €250,000 bonus.

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Longines Masters is a must-attend event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

2015-2016 Season:

- Longines Masters of Los Angeles 1<sup>st</sup> to 4<sup>th</sup> October 2015
- Longines Masters of Paris 3<sup>rd</sup> to 6<sup>th</sup> December 2015
- Longines Masters of Hong Kong 19<sup>th</sup> to 21<sup>st</sup> February 2016

2016-2017 Season:

- Longines Masters of Los Angeles 29<sup>th</sup> September to 2<sup>nd</sup> October 2016
- Longines Masters of Paris 1<sup>st</sup> -4<sup>th</sup> December 2016
- Longines Masters of Hong Kong 10<sup>th</sup> -12<sup>th</sup> February 2017

## **ABOUT EEM**

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team have set for themselves! For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM gathers under one roof the best of the sport, entertainment and glamour.

2009 was a crucial milestone for EEM with the revival of the Jumping de Paris and the creation of the Gucci Paris Masters, as it marked the beginning of their international development. EEM then set off to conquer new continents. An Asian edition took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. This first edition on the American continent was welcomed by renowned sports channel ESPN with the headline "The Next Big USA Sport".

In 2015 the intercontinental trilogy becomes the Longines Masters, presented by EEM.

## **ABOUT LONGINES**

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper of world championships and as a partner of international sporting federations. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 150 countries. [www.longines.com](http://www.longines.com)



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Ringside dining tables at the VIP Masters Club by 2 Michelin-starred Chef Yves Mattagne



Jane Richard Philips made a top start to the 2016 Longines Masters of Hong Kong winning the opening class, Against the Clock 1.45m



Masters Classes with Maikel Van Der Vleuten



Ireland's Bertram Allen competing in The Hong Kong Jockey Club Trophy



Bertram Allen celebrates a win of The Hong Kong Jockey Club Trophy on *Quiet Easy 4*



Jockey, Joao Moreira takes part in The HKJC Race of the Riders



Joao 'The Magic' Moreira and his German partner Daniel Deusser celebrated winning first place in The HKJC Race of the Riders at the Longines Masters of Hong Kong 2016