



For Release -
November 12th 2015

New Face and Features for the Longines Masters of Paris

The Longines Masters, celebrated international equestrian series bringing together the world's finest show jumping elite, will take place in Paris from December 3rd to 6th 2015, during the Salon du Cheval.

For this 7th edition of the annual event, Swiss watch brand Longines, already title sponsor of editions in Hong Kong and Los Angeles, takes the lead as the new Title Sponsor of the Longines Masters of Paris.

During the four days of this exceptional event, spectators and visitors alike will be immersed in a fascinating world that combines high-action sport, entertainment and glamour.

Each day offers a wide range of activities, including enjoyable and savory options for eating and drinking, colorful shops and boutiques, and live music and concerts. This special combination of sport and entertainment makes the Longines Masters one of the most unique and highly anticipated premium events in the Parisian sporting world.

Events are kicked off with the prestigious gala evening on Thursday which this year proudly presents a fashion show by MIASUKI, the elegant and innovative Italian brand, who will showcase their collection of specialized women's wear and high-end accessories especially designed for female equestrian riders. Illustrious players in the world of Paris fashion will turn up to behold the unveiling of 20 exclusive styles in a dazzling display which will take place in the heart of the warm up arena.

The Thursday night gala will also feature a special concert by the incredibly successful female trio, "LEJ", a Paris-based musical phenomenon whose hit "Summer 2015" scored over 25 million views on YouTube and gained over 500,000 Facebook fans in a matter of weeks earlier this year. Coupled with after-party DJ sensation Jérémie Charlier, the celebration will continue late into the night.

On Friday, top-level competition is the primary focus, when the world's best riders, including Olympic medalists and world champions, will compete to win the Longines Speed Challenge, considered the fastest course in the world. Special guest Chi Ling Lin, the stunning Longines Ambassador of Elegance and a celebrity model and actress in Asia, will attend the exciting Speed Challenge.

EEM



The prestigious *Gucci Gold Cup* will be the highlight of Saturday, followed by the *Pro-Am Style & Competition for AMADE* event during which will see amateur riders and personalities alongside major champions and their horses, all colorfully costumed in a celebrity charity event to raise funds to benefit AMADE, the charity organization of the HSH Princess Caroline of Hanovre.

On Sunday, the final day of the Longines Masters of Paris, the *Grand Prix* competition will be the finale of these four exceptional days.

A highlight of the Longines Masters of Paris is its Prestige Village, the lively area surrounding the paddock, where keen shoppers will discover the best in luxury, culture, fashion and fine dining. With Christmas on the way, the Prestige Village is an endless source of gift ideas. Enthusiastic shoppers will have the chance to browse newest styles in the *Longines DolceVita Collection* - the official watch of the Longines Masters of Paris.

At the Masters Club, ringside dining will enchant lunch and dinner visitors with delectable wines by *Antoine Moueix*, champagnes by *Barons de Rothschild* and succulent culinary creations by Michelin two-star chef *Yves Mattagne*.

In the Prestige Village, connoisseurs of fine food can take advantage of gourmet delights like the special collection of chocolates created exclusively for the Longines Masters by Belgian master chocolatier *Pierre Marcolini*, and enjoy a delicious dairy sundae specially dreamed up for the occasion by Laiterie de Montaigne.

Also in the Prestige Village, established beauty brand *Institut Esthederm*, the only cosmetics brand associated with equestrian sports, will unveil its range of high-quality products which aid riders in caring for their skin.

Contemporary art at the Longines Masters will feature sculptor Catherine Thiry who will exhibit her stunning works alongside those of Richard Orlinski whose installations in resin, aluminum and bronze will catch the attention of collectors looking for unique pieces, including his famous red horse on hind legs.

Fans and enthusiasts can indulge in their passion for the event by browsing the official Longines Masters of Paris onsite boutique, where they will find limited edition t-shirts, posters and even miniatures sculptures by Richard Orlinski for sale.

To ensure visitors comfort and efficiency throughout the four days of the event, the Park Hyatt Vendôme Hotel will be providing a VIP concierge service to provide assistance with transport to and from the event.

You can expect the best of sport and glamour all in one place from the Longines Masters of Paris, an international show jumping event not to be missed!



ABOUT THE LONGINES MASTERS

Established in three of the most important global 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 creation of the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

The world's best riders and horses will 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 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 Masters is 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.

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

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 EEM World has been dedicated to bringing equestrian sports to the international fore front. 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 140 countries. www.longines.com





LONGINES MASTERS DE PARIS / DECEMBER 3-6th 2015

WEBSITE : <http://www.mastersgrandslam.com/fr>

TICKETS : Tickets available at: <http://www.mastersgrandslam.com/fr/billetterie>

OFFICIAL TRAILER - LONGINES MASTERS

<https://www.youtube.com/watch?v=DGtw5rkV2Fo&feature=youtu.be>

Accès :

Parc des Expositions / Paris Nord Villepinte
95970 Roissy Charles de Gaulle Cedex

RER : Paris Nord Villepinte / Autoroutes : A1, A3, A86 et A 104

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