

[illegible]

00000000-
 0000000000L888.400000000000COSC00
 000072000000004200000000000000
 000000000000000000000000000000
 0000000000000000(00021,888)0
 18K0000(00033,888)00000000000000
 00018K000000000000000000000000
 0000000000000000000000000000

00000000 0 00000000000000000000
 00000000 :
 00000000 • 0000
 000000®0000 • 0000000000 •
 0000000000
 0000TM • 000000 • 000000

00 : <https://www.longines.com/zh-mo/landing/longines-spirit-macau-edition> 0

00000000<https://bit.ly/3HVXjlr>

0000000
 (0000)0<https://share.weiyun.com/R9iZxgRM>

On 24 Mar 2022, the Swiss watchmaker Longines staged a launch event for its Longines Spirit — Macau Edition at its flagship store in the Largo do São Domingos, Macau. Cecilia Kwok, Vice President of Longines HK and Macau, Harry Lai, Chief Executive Officer and Executive Director of LAI SI Enterprise Holding Ltd., and Joe Liu, Founder of MPay, MOME and mFood, together with professional media, attended this



00000000-000000 18K0000 Longines Spirit- Macau Edition the 18k prestige set



00000000-000000 0000 Longines Spirit- Macau Edition the stainless-steel version

exclusive event to witness the pioneering stories from Macau and the attitude of elegance.

23 years have passed, Longines once again launches an exclusive edition for Macau. Based on its contemporary collection Longines Spirit, the limited edition is endowed with a unique green-sunray dial plate that symbolizes Macau, as well as a back case engraved with "MACAU EDITION – ONE OF 888", for sale only in exclusive Longines stores in Macau.

The Longines Spirit Collection was created to pay tribute to legendary pioneers who conquer air, land and sea. These pioneers showed great courage in breaking new records and made extraordinary achievements in their fields, writing glorious pages in history and encouraging the younger generation to continue to surpass themselves.

The Macau Edition is bringing all Longines fans to discover the pioneering spirits of Macau by introducing three path-breakers including young entrepreneur Joe Liu, renowned conductor Lio Kuokman, and CEO of a listed enterprise Harry Lai. The three gentlemen from the fields of new economy, music, and architecture industry will share their unique insights in time, elegance, and being a pioneer.

Joe Liu is the director of several well-known companies in Macau, with businesses involved in financial technology, e-commerce, marketing and public utilities. From MacauPass to the launch of MPay (Macau's first mobile payment system), MOME (mobile media), and mFood (takeaway platform), a series of products have built an electronic payment ecosystem in Macau, creating a new smart lifestyle for Macau citizens. "It is not easy to be a pioneer in Macau. You need to recognize what positive impact you can bring to this city and its people." Says Joe Liu.

The program director of the Macao International Music Festival and the first Chinese assistant conductor of the Philadelphia Orchestra, Lio Kuokman has received the Medal of Cultural Merit from the Macau SAR Government. For Lio Kuokman, music is the art of time, while elegance is polished in time and is a balance between sensibility and rationality.

Harry Lai once participated in multiple large construction projects in Macau. Under his leadership, LAI SI Enterprise Holding Ltd. became the first construction company in Macau that was listed in the main board of HKEX. Although Harry is engaged in a traditional industry that is limited by the market, he has the courage to be a limit breaker and has gone beyond all his peers. He expresses, "As a pioneer, I have gained a sense of satisfaction and achievement that far outweighs all costs."

The edition is designed with the exclusive L888.4 movement with silicon balance spring — which was certificated by the Contrôle Officiel Suisse des Chronomètres (COSC) — and a power reserve for approximately 72 hours; a screw-in crown with a 42-mm diameter is suitable for everyday wear; an Arabic numeral scale in rose gold, and its hour, minute, and second hands reveal a low-key but meticulous taste. The edition offers two options: the stainless-steel version (MOP\$21,888) and the 18K prestige set (MOP\$33,888). In addition to a watch bezel and a crown

both made of 18k rose gold, the prestige set contains stainless-steel and a brown strap, both equipped with Longines' quick strap replacement device.

Longines Spirit Macau Edition is exclusive to Longines Corporate Boutiques in Macau only and is able to reserve online

Longines Flagship Boutique Las Domingos Macau • Macau Square
Shoppes at Venetian • Shoppes at Parisian • Shoppes at Londoner
Galaxy Macau • Studio City Macau • Wynn Palace

For details :<https://www.longines.com/zh-mo/landing/longines-spirit-macau-edition> □

To download high-res photos□<https://bit.ly/3HvXjlr>

High-res photos for China media: <https://share.weiyun.com/R9iZxgRM>

Andrina Leong
Buena Vista Public Relations
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/566681488>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.