



The 7th edition of the Longines Masters of Paris A dream setting for four, unforgettable days!

After Hong Kong and Los Angeles the Longines Masters has now come to Paris which is hosting the European leg of its intercontinental series through to December 6. And for the first time the famous Swiss watch-maker is the title partner.

Thursday morning equestrian sports fans were able to discover the new Longines Masters brand identity unveiled in Los Angeles in October. The elegant setting adds to the show and highlights the sumptuous posters with their art deco touch designed by Argentinian Max Rompo.

Another artist is featured around the paddock where visitors can admire an exhibition of the stunning statues of Richard Orłowski. His famous King Kong, his polar bears and his prancing horse will defy the stars throughout the four days of the competition by mounting guard in front of the pop-up boutiques of the Village Prestige. For the very first year, Longines has opened an onsite boutique featuring more than 100 watch models including the collection of Longines *DolceVita*, the official watch of the Longines Masters of Paris. Other onsite boutiques include the event's historic partners such as Gucci but also some newcomers like Hermès Sellier and the shoemaker Jean-Michel Rautureau with his brand Free Lance.

On the sporting front, visitors were treated to a quite a show marking the official opening of what looks set to be a promising Parisian edition - the young generation is definitely snapping at the heels of their elders. The youngest competitor in the five-star events is Britain's Jessica Mendoza. Aged 19, she made it to the bottom step of the podium in the Prix EEM behind the former World N° 1 Switzerland's Pius Schwizer and his young compatriot, Martin Fuchs. A revelation during the Grand Prix 2014, this victory on Day One of the 2015 edition confirms Fuchs' potential. The French also proved their talent with a total of four riders in the top 10 of this event. By way of a tribute to the French capital, all are wearing the blue jacket of the French team with the badge #PrayforParis and will remain in blue throughout the weekend.

As is tradition, the opening gala was held on Thursday night. This year it was presented by MIASUKI, the elegant and innovative Italian Brand, tailor-designed for female equestrian riders, who officially launched simultaneously their new ecommerce website www.miasuki.com. The smart and the stylish who make up show jumping's extended family were welcomed in the heart of the Village Prestige. Their exciting evening began with the much-anticipated MIASUKI fashion show. Some 40 innovative and fashion-forward outfits were shown on a catwalk erected within the confines of the paddock making for a highly modern ambiance bathed in music and light.

Sylvie Willms's magic show then completely won over an audience delighted to discover the complicity between the rider and her horses.

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RUE BLAVIER 3, 7190 ÉCAUSSINNES, BELGIUM / P +32 (0) 67 48 51 84 / F +32 (0) 67 44 28 77 / INFO@EEMWORLD.COM

WWW.MASTERSGRANDSLAM.COM



The evening continued in a musical theme with a concert by L.E.J., a young French trio from Seine Saint Denis who got their big break this summer when they put their cover songs on YouTube. They now have more than 600,000 Facebook fans and their videos have been watched many millions of times. As a special treat they performed two of their own compositions just ahead of the release of their first album. DJ Jérémie Charlier rounded off the night with an electro pop set.

After such a successful edition of the Longines Masters we can't wait to see what's next!

Please find photos on this links :

- Sport <http://we.tl/WSKeMp7Wm8>
- Lifestyle <http://we.tl/ob3qrW99zO>

MEDIA CONTACTS NEWS/LIFESTYLE France

Ciel Rouge Agency

Nathalie Belloc

nathalie@ciel-rouge.com

Telephone: +33 6 63 26 88 11

Jane Peck

jane@ciel-rouge.com

Telephone: + 33 6 07 12 24 76



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