

# LONGINES Welcomes Sara Ali Khan as its New Friend of the Brand

Category: Business

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Since her debut in 2018 with the acclaimed film Kedarnath, Sara Ali Khan has become one of the most admired talents in Indian cinema. With standout performances in hits like Simmba, Atrangi Re, and Zara Hatke Zara Bachke, she has showcased both versatility and charisma, earning praise from critics and audiences alike. A graduate of Columbia University with a degree in history and political science, Sara is admired not just for her acting, but also for her intellect and authenticity.



**Sara Ali Khan – Longines Friend of the brand wearing PrimaLuna**

Celebrating the association **Sara** said, *"I'm delighted to begin an association with Longines, a brand I've long admired because we echo similar values. Their timeless elegance, and their respect for legacy truly resonates with me. Longines values authenticity, celebrates grace and precision, and inspires confidence. I couldn't be happier to join them as Friend of the brand."*

India has always held a special place in the Longines story. The brand sold its first watches in the country in 1878 and has since been admired by generations of watch enthusiasts. Sara's appointment strengthens this historic connection, bringing together Swiss watchmaking tradition with the elegance and spirit of modern India.

With this collaboration, Longines continues to celebrate individuals who embody elegance not only in style, but also in attitude: through authenticity, purpose, and grace.

## About Longines

Established in Saint-Imier, Switzerland in 1832, Longines' expertise is steeped in tradition, elegance and performance. With its lengthy experience as an official timekeeper of world sports championships and partner of international sports federations, the Swiss watch brand has forged solid, enduring links with the world of sports over the years. Famous for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the world's leading manufacturer of timepieces. The brand Longines, with its winged hourglass emblem, is represented in over 150 countries.

