



LONGINES  
PARIS EIFFEL  
JUMPING



## PRESS RELEASE

# LONGINES GLOBAL CHAMPIONS TOUR LONGINES PARIS EIFFEL JUMPING

2<sup>nd</sup> edition

*Champ de Mars – July 3, 4, 5 2015*

*Free Access*

## A SPORTING, URBAN & CULTURAL EVENT "3 DAYS OF HORSE" AT THE FOOT OF THE EIFFEL TOWER

**Paris, May 20<sup>th</sup> 2015** – In less than 40 days, Champ-de-Mars esplanade will host the 30 World's best riders and horses, renowned amateur riders and almost 120.000 visitors for the 2<sup>nd</sup> edition of Longines Global Champions Tour – Longines Paris Eiffel Jumping, a 5\* show jumping competition and a cultural and social gathering at the heart of Paris. The event, thought in close collaboration with the Town Hall of Paris and open to the general public, will occur on July 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> 2015. Longines becomes the show's title partner of this new edition.

### **An international 5\* show jumping competition 3 days of "horses for all" at the heart of Paris**

Longines Global Champions Tour – Longines Paris Eiffel Jumping is a 5\* show jumping event, the highest ranked category in the Fédération Équestre Internationale's (FEI) hierarchy, and counts for the discipline's worldwide ranking.

Longines Paris Eiffel Jumping is also, for its 2<sup>nd</sup> anniversary, integrated in Longines Global Champions Tour (LGCT), the premier 15-leg show jumping series chaired by Jan Tops, and considered as the most prestigious premier championship in the world. With the Longines Paris Eiffel Jumping, the city becomes the 8<sup>th</sup> leg of Longines Global Champions Tour, side by side with exceptional venues such as Miami Beach, Monaco, Shanghai, London or Doha.

As the very first edition in 2014, the competition tribune will be free and accessible to the general public. Members of the public will be able to enjoy many classes for professional riders, amateurs and also very young riders:

- 5\* showjumping classes, with fences from 145 to 160 cm
- 1\* showjumping classes, with fences from 115 to 140 cm
- High Jump Record of the City of Paris: 2,05 meters to beat!
- Speed classes
- Classes with jump-off

- Longines Global Champions Tour Grand Prix
- Ponies class for kids

The competition will bring the World's 30 best riders and horses together – Olympic champions, World champions – of which Kevin Staut, winner of the first edition, as well as Jessica Springsteen; and also renowned amateur riders such as Guillaume Canet, Sofia Abramovich or Charlotte Casiraghi.

Virginie Coupérie-Eiffel, president and founder of Longines Paris Eiffel Jumping, said *"I am proud of the strengthened support and trust of Longines. The presence of Longines and the participation of Longines Global Champions Tour show the excellency of this event that allows Paris to become a benchmark at 5\* level."*

Juan-Carlos Capelli, Vice-President and International Marketing Director of Longines commented: *"Since 2013, our brand is Title Partner, as well as Official Timekeeper and Official Watch of Longines Global Champions Tour, in which enters Longines Paris Eiffel Jumping. Giving our name to this competition, which take place at the heart of the French capital, at the foot of the Eiffel Tower, is a huge pride for Longines. I would like to thank Mrs. Virginie Coupérie-Eiffel and M. Jan Tops for all the work we headed together and the successful cooperation around this event that promises exceptional sportive performances in an authentic venue."*

Jan Tops, Founder and President of Longines Global Champions Tour, said: *"We are delighted to be returning to this fantastic venue for the second year running and I thank Paris Eiffel Jumping and Longines for all their continued support as we look ahead to a stunning weekend of top sport in Paris."*

### **An event that put the French culture and “Art-de-vivre” at the honor**

The level of excellence of Longines Global Champions Tour – Longines Paris Eiffel Jumping spreads beyond the sportive dimension. Longines Global Champions Tour – Longines Paris Eiffel Jumping has been conceived as an event honoring the most prestigious facets of art, arts and crafts and its know-how, as well as French gastronomy.

- Three days of competition will be punctuated by exceptional performances: the Garde républicaine and Lucien Gruss will demonstrate their perfect mastery of equestrian arts.
- Paola Pivi, famous Italian contemporary artist, exhibited by Galerie Perrotin, created the event poster after an exceptional photo shoot serie, an authentic artistic performance: for the very first time, horses walked on the 1<sup>st</sup> floor of the Eiffel Tower. An exploit allowed thanks to Virginie Coupérie-Eiffel, to the artist Paola Pivi, Galerie Perrotin, horse trainer Mario Luraschi and his team as well as the Société d'Exploitation de la Tour Eiffel.
- A “Village”, welcoming area open to the general public, will offer animations around the equestrian world – traditional arts and crafts, and artistic expressions (literature, photographs, paints...)
- The French “Art-de-Vivre” will be at the honor by Coco Coupérie-Eiffel and Christophe Bonnat, managers of Café de l'Homme, located on the Trocadéro Esplanade. In order to celebrate the French gastronomy, two temporary restaurants will take place on the Champ-de-Mars, at the edge of the main arena. Famous chefs Alain Ducasse and Frédéric Vardon, and Lenôtre teams will enhance the dishes served to the guests.

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## ABOUT LONGINES

Longines has been based at Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as official timekeeper of world championships and as partner of international sports federation. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the World's leading manufacturer of horological products. With the winged hourglass as its emblem, the brand has outlets in over 140 countries.

## #LPEJ2015



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