

# BUYING WATCHES FOR EVERY MILESTONE IN YOUR LIFE

From graduation to career success, here are watches to  
help you celebrate your big moments



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Fine Jewelers Since 1878

# INTRODUCTION

One of the great things about timepieces is that there's a perfect watch for practically any stage of your life. From your first timepiece as a young man to the watch that helps you commemorate your career achievements, there are certain watches that represent everything you've accomplished so far.

Watches are ultimately an expression of who you are and where you are, so you should start your collection early and build your own watch story to reflect your unique life.

At Long's, we love watches and sharing some of life's most important milestones with you. To get you started, here are a few recommendations for the right watch to celebrate some of life's major moments.

Enjoy!

# GRADUATION

You've graduated, and you're about to enter the working world. You need a timepiece that reflects your ambition to make an impact and your professional drive, without being too stuffy or old fashioned. We recommend a Shinola 47mm Runwell (retails for \$550). It's a cool brand with a great look, it can be worn in both professional and casual settings and it will last for a lifetime. The best part is that Shinola is made in Detroit, so you can proudly talk about and show off your American Made watch.



Shinola Runwell Stainless Steel Quartz  
White Dial 47mm  
Retail: \$550

# FIRST PROMOTION

Swiss timepieces are the finest in the world, so after your first promotion it's time to treat yourself to something a little more special. We recommend a watch that still has a sporty feel, while still looking great when you wear it to the office, the bar or the beach. Go with a Victorinox Swiss Army watch, such as this steel Chrono Classic, which retails for \$625. Plus, it is water resistant to 100 meters, so it's ok to wear it all the time!



Victorinox Swiss Army Stainless Steel Chrono Classic  
Swiss Made Quartz Chronograph Movement 41 mm  
Water Resistant 100mm  
Retail: \$625

# FIRST MANAGEMENT JOB

You're moving up in the world and now you are responsible for managing others at work. You need to look the part as much as you act the part, so we recommend your first dressy Swiss watch. Introducing the Raymond Weil Tocatta, priced at \$760 retail. It screams professional but is still youthful enough to match your early success in life.



Raymond Weil Tocatta Stainless Steel  
Quartz Movement  
Retail: \$760

# SETTLING DOWN

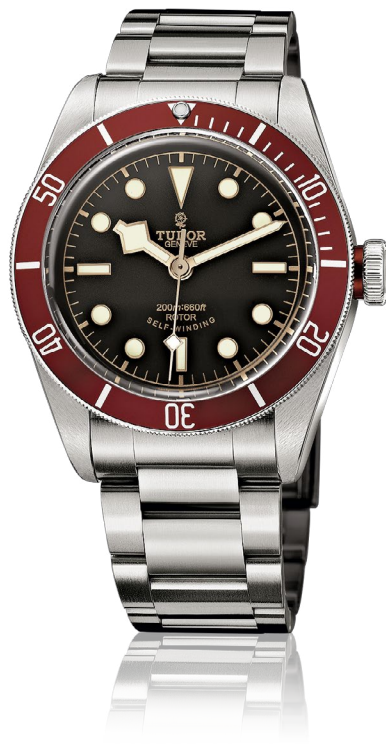
Eventually you will decide it's time to settle down and get married. She gets a beautiful engagement ring and you deserve an automatic, self-winding fine timepiece. We recommend a TAG Heuer Carrera in steel for under \$3,000. Now we've entered the realm of great Swiss brands so get ready for other people to recognize the brand on your wrist. You'll start to get used to people complimenting your style with this watch.



TAG Carrera Stainless Steel Automatic Movement  
Black Dial Watch 39mm Water Resistant 100 Meters  
Retail: \$2,900

# BIG BIRTHDAY

You're getting older but you are still in your prime. You've completely settled down, your career is on a fast track and it's time to put something intriguing and special on your wrist. We recommend the nostalgic Tudor Heritage Black Bay for just under \$3,500. It comes with both a steel bracelet and fabric strap so you can customize the look.



Tudor Black Bay in Steel Automatic Movement 41 mm  
Sapphire Crystal Water Proof 200 Meters  
Retail: \$3,425

If you want more of a modern look, we recommend the incredible Breitling Colt. It's the modern man's watch and an automatic model retails for around \$3,500.



Breitling Colt Stainless Steel, Automatic Movement  
44mm Water Resistant 200mm  
Retail: \$3,525



# CAREER HIGH

You've climbed to the top, and you've become a big success, both personally and professionally. Now it is time to wear a timepiece you've coveted your whole life.

We recommend the Rolex Submariner in steel. Not only is it the most classic and recognizable watch on the planet... it's also a ROLEX! It's built like a tank so you can live life fully while wearing it, and it sells for \$8,550. When you've reached this level of success, you should have a Rolex Submariner in your collection.



Rolex Submariner Date Stainless Steel Mechanical  
Self-winding Watch 40mm Waterproof 300mm  
Retail: \$8,550

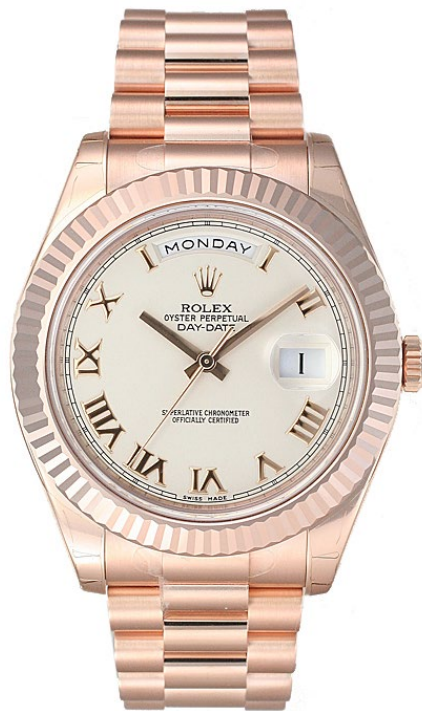
For someone who wants something different and cutting edge, we'd recommend the Breitling Chronomat in steel. It's big, it's bold, it has an incredible 5 year warranty. And it retails for just over \$9,000.



Breitling Chronomat Stainless Steel Automatic  
Movement Watch 44mm Water Resistant 200mm  
Retail: \$9,060

# YOU'VE MADE IT.

When you are fortunate enough to look back on your career and your life, you might find yourself wanting something extraordinary on your wrist. We recommend a gold Rolex, such as this Day Date II, as the perfect watch to symbolize all that you've accomplished. You simply have to feel the weight of this solid 18 karat gold watch in your hands to appreciate the craftsmanship and the value. It's a great value at under \$38,000.



Rolex Oyster Perpetual Day-Date 18K Everose Gold  
Perpetual Mechanical Self-Winding Watch Ivory  
Roman Dial 41 mm  
Retail: \$37,550

# READY TO BUY YOUR NEXT WATCH?

Did one of these big milestones resonate with you  
and where you are in life?

Long's watch specialists are available to help you find that  
special watch to celebrate one of your life achievements. Try  
them on your wrist, it's the best way to find your next watch.

Make a watch appointment today, and we will help you choose  
the perfect watch that fits your style.

[MAKE AN APPOINTMENT](#)