**Zenith welcomes acclaimed artist Eason Chan as its new ambassador**

**July 30, 2018:** Zenith is proud to announce pop music legend Eason Chan as its new celebrity ambassador. The sophisticated new partnership is showcased in a brand-new advertising campaign entitled "Into the Second". Illustrating the partners’ shared commitment to innovation, dedication and passion.

Eason Chan is a gifted high-achiever known to the Chinese public as the "God of Songs". Once described by *Time* magazine as a legend with an impactful reputation and massive influence on local music, Chan’s skillful control of rhythm, tempo, pitch and emotion, coupled with his persistence in all endeavors, have resulted in a number of his classic hits winning major music awards. His architectural approach to his craft, along with an unmistakably urban appeal and a perpetually youthful ‘start-up spirit” are all entirely in tune with the contemporary Zenith attitude.

**Beating in time**

“Into the Second” provides a stunning interpretation of Eason Chan’s musical focus, demonstrating attributes that are equally shared by Zenith with regard to watchmaking. From the legendary high-frequency El Primero movement to the miraculous Defy, which boasts 1/100th of a second chronograph, the brand with a guiding star has been constantly pushing the boundaries of horology for over 150 years with the release of creations that have revolutionized Swiss watchmaking.

Commenting on the new partnership, Chief Executive Officer Julien Tornare – who immediately sensed the kinship between Zenith and this open-minded, multi-talented, fun-loving and eminently accessible artist – said: "We are delighted to welcome Eason Chan to the Zenith family. His talent and dedication to music perfectly match our own commitment and brand outlook, making our alliance a natural fit."

**Powerful personality**

The newly released commercials are designed to create an inspiring aura reminiscent of Eason's music. Expressing his excitement, Eason said: "I have long been a Zenith fan and I am very pleased to have this opportunity to partner with a brand of this substance. I have no doubt that ‘Into the Second’ and our collaboration will greatly contribute to enhancing an already legendary reputation."

August 23rd will mark Chan’s first public appearance as brand ambassador to celebrate the Zenith Time Channel and the brand’s latest products. The official campaign will be unveiled on this occasion.

**ZENITH: The Future of Swiss Watchmaking**

Since 1865, Zenith has been guided by authenticity, daring and passion in pushing the boundaries of excellence, precision and innovation. Soon after its founding in Le Locle by visionary watchmaker Georges Favre-Jacot, Zenith gained recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in just over a century and a half of existence: an absolute record. Famed for its legendary 1969 El Primero calibre enabling short-time measurements accurate to the nearest 1/10th of a second, the Manufacture has since developed over 600 movement variations. Today, Zenith offers new and fascinating vistas in time measurement, including 1/100th of a second timing with the Defy El Primero 21; and a whole new dimension in mechanical precision with the world’s most accurate watch, the 21st century Defy Lab. Energised by newly reinforced ties with a proud tradition of dynamic, avant-garde thinking, Zenith is writing its future… and the future of Swiss watchmaking.