



ZENITH celebrates the launch of Defy Inventor at Baselworld 2019

ZENITH ushered in a new era for the brand on Thursday March 21st with an electrifying High Frequency Night in honour of the newly launched DEFY Inventor. In sync to the beat of international music celebrities Eve, Tanja La Croix, Lost Frequencies and ZENITH's friend of the brand, Swizz Beatz, the occasion had more than 600 guests, press, retailers, influencers and friends of the brand come together to share an unforgettable experience in a uniquely modernistic setting.

The High Frequency themed event featured an ultramodern high-tech set-up that could have been from a distant future. Complete with a tunnel bedecked with LED art and spectacular projection mapping on the stage, and futuristic mixologists serving up otherworldly cocktails, the tone was set to indulge in the spirit of Zenith: Faster, edgier and more dynamic than ever before.

The vibrant setting was the ideal backdrop for a full immersion into the universe of the new DEFY Inventor, the beacon of tomorrow's watchmaking. Beating at the extremely high frequency of 18 Hz (compared to the usual 4 Hz) and endowed with a comfortable two-day autonomy, Defy Inventor owes its exceptional properties to a disruptive technology: the single-piece Zenith Oscillator developed and patented by the Maison, a single element regulating system. With its case made of lightweight titanium and Aeronith – an innovative aluminium-polymer composite – teamed with a contemporary architectural design.

The evening of celebration and new beginnings continued into the late hours of the night to the beat of successive acclaimed artists, including a live performance by American Grammy award-winner rapper, singer and songwriter, Eve; House DJ and producer, Tanja La Croix, DJ superstar Lost Frequencies; and last but not least Zenith's very own friend of the brand and DEFY Partner, Grammy Award Winning music producer and entrepreneur Swizz Beatz, who closed the party on a fiery note.

A fittingly disruptive event in honour of the latest earth-shaking timepiece to feature in the ongoing story of how ZENITH is revolutionising mechanical watchmaking.

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, 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 measurement accurate to the nearest 1/10th of a second, Zenith has since developed over 600 movement variations. Today, Zenith offers new and fascinating vistas, including 1/100th of a second timing with the Defy El Primero 21. 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.



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