



## A DYNAMIC START TO A MILESTONE YEAR FOR ZENITH

Basel, Wednesday March 20<sup>th</sup> 2019: **2019 is shaping up to be a milestone year for Zenith. Marking the 50<sup>th</sup> anniversary of the legendary El Primero chronograph calibre, Zenith celebrates its heritage while stepping into the future. With innovation as its guiding star, Zenith has come forth with a number of exciting, contemporary watchmaking feats, such as the DEFY Inventor with its disruptive “Zenith Oscillator” regulating organ.**

Thus spoke ZENITH CEO, Julien Tornare at ZENITH’s Baselworld 2019 kickoff press conference on March 20<sup>th</sup> to an audience of ZENITH partners, press, influencers, VIP guests, and friends of the brand including recording artist and producer, Swizz Beatz, and ZENITH Ambassador, pop-singer, Eason Chan.

### **The DEFY Inventor has landed**

The time had finally come. Excitement was in the air as a short video of the highly anticipated DEFY Inventor filled the screen and the audience’s senses. Produced as several hundred units and equipped with its own patented regulating organ, the DEFY Inventor represents an urban, industrial evolution of the highly acclaimed ten-piece limited edition DEFY Lab launched in 2017. With the experience and exhaustive testing of the latter, the Zenith manufacture was able to fine-tune and perfect the groundbreaking regulating organ, to the point of delivering even more unwavering precision and performance in the DEFY Inventor. Combining superlative technical performance with modern aesthetics, a sophisticated openworked construction and unprecedented materials such as Aeronith.

### **Eason Chan and Swizz Beatz join the Zenith celebration at Baselworld**

In a world premiere of another kind, Pop-Singer and ZENITH Ambassdor Eason Chan celebrated his first visit to Baselworld at the press conference with the launch of Defy Inventor. With the acclaimed artist’s unmistakable style and dedication to his craft, as well as his unmistakably youthful urban appeal, he perfectly embodies the Zenith DEFY attitude.

The press conference was also attended by loyal Friend of the Brand and DEFY partner Swizz Beatz, who joined the celebration and reaffirmed his passion for Zenith’s uniquely modernistic approach to watchmaking.

### **Anniversary celebrations**

To celebrate the 50th anniversary of the launch of the iconic El Primero in 1969 in a uniquely Zenith style, the brand has been jetting across the globe on its “Grenier Club” world tour of 12 of the world’s greatest cities, where 50 guests are invited to art galleries and incredible private properties filled with unique experiences and a retrospective of the El Primero’s half-century story of innovation and precision. The dinners are also the scene of another symbolic tribute in celebration of the El Primero 50th, in the form of a contemporary exploration of the world of Zenith created by the University of Art and Design Lausanne (ECAL).

With the 2019 show on the road, guests can look forward to an immersive Zenith experience on Thursday night with an electrifying High Frequency event featuring a star-studded roster of celebrities.



### **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 1/10<sup>th</sup> of a second, Zenith has since developed over 600 movement variations. Today, Zenith offers new and fascinating vistas, including 1/100<sup>th</sup> 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.

### **PRESS ROOM**

For additional pictures please access the below link

[http://pressroom.zenith-watches.com/login/?redirect\\_to=%2F&reauth=1](http://pressroom.zenith-watches.com/login/?redirect_to=%2F&reauth=1)