



For immediate release

Memorable evening on the Place Vendôme

Paris, November 29, 2017 - The inaugural evening of the new Zenith pop-up boutique which has opened on the prestigious Place Vendôme in Paris, took place on November 28th 2017. Julien Tornare, CEO Zenith and Arnaud Vidal, Director Zenith France, welcomed a large number of the brand's guests to a festive occasion with distinctive Swiss flair.

This exceptional evening in the highly symbolic setting of the famous Parisian square, regarded as one of the most luxurious in the world, facilitated a relaxing social occasion punctuated with playful nods to the homeland of watchmaking. Sampling traditional dishes while enjoying the musical entertainment provided by "Les trois Jean" Alpen horn trio: the quintessentially Parisian venue was pervaded by a resolutely Swiss ambiance. Renowned mixologist Etienne Descouings, famous for his sharing on social networks, was also present, practicing his art and concocting explosive cocktails.

With its 160 sq.m surface area, the Vendôme boutique is the largest ever opened by Zenith. It reveals a sophisticated universe imbued with a chic and refined atmosphere, enabling Zenith to reveal the scope and diversity of its skills in an inimitably elegant manner. Over the next few months, the pop-up store will present more than 80 watches fully representative of the brand's expertise and innovative ability. The store will also offer a preview of the 2018 new releases and two special Vendôme editions. On the entertainment front, exclusive events on the program include breakfasts, after-work events, cocktails, press briefings and other customer experiences, including gourmet dinners crafted by the Michelin-starred chef Patrick Pignol. Judging by this first evening admirably reflecting the Maison's prevailing innovative and dynamic mindset, Zenith is making a grand entrance that promises to make a lasting impression on this legendary venue dedicated to luxury and outstanding craftsmanship.

ZENITH: The Future of Swiss Watchmaking

Zenith is a brand that has been bringing style and substance to the wrists of watchmaking cognoscenti the world over for more than 152 years and currently has the capacity to produce around 40 different movements. Founded in Le Locle in 1865 by a visionary watchmaker, Georges Favre-Jacot, Zenith gained swift 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.