



Exceptional pop-up store on the legendary Place Vendôme

Paris, November 28th 2017 – Zenith has inaugurated a large pop-up store at 23, Place Vendôme. The company will be spending several months on the famous Parisian square, regarded as one of the most luxurious in the world. Surrounded by former 18th century mansions, of which most of the façades are listed historical monuments, this was a premier location for fashion prior to assuming the same role for jewellery, and more recently for watchmaking. Against this background, Zenith is making an entrance that promises to be unforgettable.

The boutique, the largest ever opened by the brand, extends over 160 square metres. Visitors enter a sophisticated universe exuding a plush atmosphere within which Zenith exhibits the full extent of its expertise with elegance and an inherent sense of chic that blends quite naturally with this Parisian setting. After more than a century and a half of existence, the Manufacture is brilliantly representative of the Swiss watchmaking art, both in terms of its traditional dimension and its ability to innovate. The brand that revolutionised the design of the automatic chronograph, with its legendary El Primero, has now recently revolutionised the principle of regulation in every mechanical watch with its Defy Lab. In its Parisian pop-up, Zenith presents more than 80 watches, including highly sophisticated mechanical models as well as jewellery timepieces. The store will also offer a preview of the 2018 new releases and a special Vendôme edition.

Within this exceptional venue, Zenith will host a wide range of exclusive events, attended by high-profile guests, bloggers and other players in the watchmaking arena and social media. Breakfasts, after work events, cocktails, dinners, workshops and other client experiences, including gourmet dinners crafted by Michelin-starred chef Patrick Pignol... This transient yet highly symbolic Zenith showroom will perfectly capture the innovative mindset and vibrancy of a 152-year-old Maison... with the heart of a fresh young start-up!

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.