



## ZENITH WATCHES & SWIZZ BEATZ HOST OFFICIAL LAUNCH FOR NEW DEFY COLLECTION IN NYC

### DEFY EL PRIMERO 21 SWIZZ BEATZ EDITION UNIQUE UNVEILED & RAFFLED OFF FOR CHARITY

**(NEW YORK) – November 30<sup>th</sup> 2017** – To launch the highly-anticipated new Defy collection, Julien Tornare, CEO Zenith and Recording Artist and Producer, Swizz Beatz joined forces to host a celebratory event at the historic Angel Orensanz Center in New York City. The evening featured an exclusive presentation to mark the unveiling of the Defy El Primero 21 and the Defy Lab, a legendary creation that made a significant impact on the future of watchmaking earlier this fall.

An extraordinary evening focused on innovation and performance, attendees were presented with a unique experience to gain a deeper understanding of the craftsmanship behind a Zenith watch, as watchmaker benches were brought in for guests to assemble and dismantle a Zenith movement.

The event highlight was undoubtedly the dramatic release of a state-of-the-art DJI Phantom 4 Pro drone from above the crowd of partygoers, delivering a one-of-a-kind version of the all-new Defy El Primero 21 Swizz Beatz Edition Unique that drew all eyes. On this magnificent timepiece, the vibrant orange of the strap is echoed by the use of orange accents on the gleaming white dial, nestled in a 44 mm white gold case fully set with a spectacular 288 round diamonds, and complemented by 44 baguette-cut counterparts on the bezel. Both strap and bezel are inscribed with an inspirational quote from the music visionary: ***“Never let people tell you what you can’t do, because sky’s not the limit, it’s just the view”***. Part of a new and fascinating chapter in time measurement and in keeping with Zenith's 150-year tradition, the Defy El Primero 21 Swizz Beatz Edition Unique also features a creative design approach to the 100<sup>th</sup> of a second chronograph.

A subtly modified version of this statement piece – the Defy El Primero 21 Swizz Beatz Edition – has been issued in a five-piece limited edition, of which the No.1 sat proudly on the wrist of Swizz Beatz himself, who commented: ***“Zenith is the brand of confidence. It’s also the brand that has mastered the art of time and quality. Zenith is the brand of the future and I’m happy to be a part of it with Mr Biver and Julien. Sky’s not the limit, it’s just the view.”***

Throughout the evening, guests were invited to participate in a raffle for the Zenith Defy El Primero 21 Swizz Beatz Unique Edition, with proceeds donated to support the Gathering for Justice, an organization founded in 2005 by Harry Belafonte, that aims to build a movement to end child incarceration while working to eliminate the racial inequities in the criminal justice system. To round off the evening, Julien Tornare and Swizz Beatz presented the proud winner with this one-of-a-kind creation exemplifying the new generation of Zenith chronographs.

**Julien Tornare, Zenith CEO, said** “I am thrilled and really glad to share this event with our great friend Swizz to benefit the Gathering for Justice. Zenith is experiencing a fantastic year of success and sharing it is part of our values.”



Julien Tornare & Swizz Beatz



Swizz Beatz, Alicia Keys, Julien Tornare & Watchmakers



Swizz Beatz & Fabolous



Defy El Primero 21 Swizz Beatz Edition



For event images, [click here](#)

For product images and technical data, [click here](#)

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### 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.