



## ZENITH TAKES A FASHION TURN WITH LEADING GLOBAL TECHNOLOGY PLATFORM FARFETCH

Le Locle, Switzerland – May 8, 2018. Together with some of the world’s leading Fine Jewellery and Fine Watchmaking brands, ZENITH has today announced its latest exciting move into the future as part of a “hard luxury” partnership the leading global technology platform for the luxury fashion industry, Farfetch. Leveraging the latter’s marketplace model, technology and logistics network, ZENITH will be able to sell the best of its own products to a new global audience in some cases in as yet unconquered parts of the globe. The launch sees the brand with the guiding star make a strong fashion statement by joining the Farfetch marketplace for the first time in Europe, US, China, Hong Kong, Japan, Taiwan, South Korea and Australia. Other prestigious names in the new “hard luxury” alliance with Farfetch include jewellery partners De Beers, Chopard, David Yurman, Pomellato and Tiffany & Co. as well as watchmakers Bell & Ross, Girard-Perregaux, TAG Heuer and Ulysse Nardin.

A true global omni-channel platform with the proprietary end-to-end API at the core of an unrivalled technology and logistics network, Farfetch offers a broad customer base of clients who love to express their individuality through exceptionally designed fashion and accessories. The new partnerships will offer existing lovers of watches and jewellery an unparalleled selection straight from leading brands to customers worldwide of new and hard-to-find items that are beautifully crafted, enabling people who want to experiment with “hard luxury” for the first time find the perfect piece. Brought to life through inspirational creative, the aesthetic of the accompanying hard luxury campaign breathes playfulness into the category by taking the customer on a journey of discovery through women’s fine jewellery hubs and dedicated men’s fine watches.

Farfetch was launched by Portuguese entrepreneur José Neves in 2008 as an e-commerce marketplace for luxury boutiques around the world. The company has since evolved into a technology platform for the luxury industry, available in 11 languages and connecting customers in 190 countries with items from over 880 of the world’s best boutiques and brands from over 40 countries. ZENITH customers can thus look forward to a truly unique experience with the ability to shop the most extensive selection of luxury on one platform.

### State-of-the-art responses to consumer needs

Expressing ZENITH’s pleasure with the new alliance, Julien Tornare, CEO ZENITH, said: “Today more than ever, the consumer is the heart of our strategy. Both technologies and consumers are constantly evolving, which is why ZENITH is committed to providing effective responses to the rapidly changing needs. With this in mind, we are delighted to be partnering with Farfetch in embracing e-commerce through a dynamic and exciting new approach to luxury!”

Backed by world-renowned tech and luxury investors, IDG, Temasek, Eurazeo, DST Global, Index Ventures, Vitruvian and Condé Nast International, Farfetch continues to invest in innovation and develop key technologies, business solutions and services for the luxury fashion industry, connecting online and offline retail through its business units Store of The Future, Farfetch Black & White and Browns. Store of The Future is a customized suite of technologies developed to help brands and boutiques enhance the customer journey by bridging the offline and online worlds.

Giorgio Belloli, Chief Commercial & Sustainability Officer at Farfetch described the move as a “natural extension to the unrivalled range we already offer lovers of fashion around the world”.

Offering customers an unrivalled range of styles, some previously not available online or only available direct from brands, the new fine jewellery and Fine Watchmaking hubs will launch on May 8, 2018 on ten different language sites, shipping to over 100 delivery countries in the Farfetch network.



#### **ABOUT 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, 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.