**ZENITH celebrates Porto Cervo**

**ZENITH, the brand with a guiding star, sets a course for its all-new Porto Cervo pop-up pod and the launch of a 25-piece special edition DEFY EL PRIMERO 21 PORTO CERVO in maritime dress.**

June 29th 2018 will see ZENITH take up temporary residence on Sardinia’s Emerald Coast with the opening of an innovative pop-up pod featuring all the latest technology… and the launch of the DEFY EL PRIMERO 21 PORTO CERVO. Starring an interactive hologram of the groundbreaking Defy Lab, this ephemeral in-store experience will run through to September 8th 2018.

**Dropping anchor in Porto Cervo**

With its translucent waters and offshore islands, Porto Cervo is a one-of-a-kind location to which the brand with a guiding star is bringing its unique touch this summer with a celebratory model. Like its predecessors, the 25-piece limited edition TIME LAB-Chronometer certified DEFY EL PRIMERO 21 PORTO CERVO features a gleaming 44 mm titanium case inspired by the shape of the original El Primero models from the early 1970s. A pristine white ceramic bezel surrounds the DEFY EL PRIMERO 21 PORTO CERVO’s white skeleton dial revealing the contemporary decor and key identifying characteristics epitomising the face of the new Zenith range. Deep blue accents on the hour-markers, hands and crown offset its streamlined white and titanium good looks, with a blue and white chronograph power-reserve indication appearing at 12 o'clock, hours and minutes in the centre, small seconds at 9 o'clock, along with white 60-second and 30-minute counters at 6 o'clock and 3 o'clock respectively.

**Riding the crest of a wave**

The DEFY EL PRIMERO 21 PORTO CERVO offers a choice of two striking straps including white rubber covered with a sophisticated blue alligator leather coating and the comfort of supple white rubber both finished with the EL PRIMERO 21’s trademark titanium double folding clasp. Complete with a case back bearing the engraved design of a yacht on the crest of a wave and the name Porto Cervo, the DEFY EL PRIMERO 21 PORTO CERVO is the quintessential statement piece for aficionados of 21st century elegance and performance in search of a uniquely colourful and confident summer lifestyle. Driven by a movement enabling 1/100th of a second precision and endowed with a 50-hour power reserve, every one of these 25 numbered timepieces is an unmistakable reminder of its namesake’s lifestyle.

**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.

**DEFY EL PRIMERO 21 PORTO CERVO EDITION**

**TECHNICAL DETAILS**

Limited Edition of 25 units

Reference: 95.9007.9004/77.R594

**KEY POINTS**

New 1/100th of a second

Chronograph movement

Exclusive dynamic signature of one rotation per second

1 escapement for the Watch (36,000 VpH – 5 Hz);

1 escapement for the Chronograph (360,000 VpH – 50 Hz)

Certified Chronometer

**MOVEMENT**

El Primero 9004, Automatic

Calibre: 14 ½``` (Diameter: 32 mm)

Movement thickness: 7.9 mm

Components: 293

Jewels: 53

Frequency: 36,000 VpH (5 Hz)

Power-reserve: min. 50 hours

Finishing: Special oscillating weight with satined finishings

**FUNCTIONS**

Hours and minutes in the centre

Small seconds at 9 o’clock

1/100th of a second Chronograph:

* Central chronograph hand
* 30-minute counter at 3 o’clock
* 60-second counter at 6 o’clock
* Chronograph power-reserve indication at 12 o’clock

**CASE, DIAL & HANDS**

Material: Brushed Titanium & White Ceramic bezel

Diameter: 44 mm

Diameter opening: 35.5 mm

Thickness: 14.50 mm

Crystal: Domed sapphire crystal with anti-reflective treatment on both sides

Case-back: Transparent sapphire crystal bearing Porto Cervo representation

Water-resistance: 10 ATM

Dial: Openworked

Hour-markers: Rhodium-plated, faceted and coated with blue varnish

Hands: Rhodium-plated, faceted and coated with blue varnish

**STRAP & BUCKLE**

Bracelet: Reference 27.00.2322.594

Designation: White Rubber with Blue alligator leather coating

Buckle: Reference 27.95.0022.940

Designation: Titanium double folding clasp