

DEFY ROCKS CENTRE STAGE AT LONDON CELEBRATION HOSTED BY ZENITH AND SWIZZ BEATZ



The Scotch, London, November 15th 2018: Last night saw well-known London music venue, The Scotch, rock to the beat of an on-trend celebration of Zenith's 21st century DEFY collection, hosted by Zenith in conjunction with Friend of the Brand and DEFY partner, Grammy Award Winning music producer and entrepreneur Swizz Beatz.

Highlighting the Maison's DEFY-based collaboration with the multi-talented artist, guests were treated to an exclusive event marked by a festive, relaxed atmosphere. DJ Semtex got the party started, before Swizz took to the decks, playing an exclusive set of contemporary tracks that kept the beat throbbing into the early hours of the morning, in the company of celebrities including Nadine Leopold, Tallia Storm, Jack Guinness and Jay Rutland

Dynamic vibe

The contemporary looks and futuristic DNA of the DEFY models are a perfect match for the collection's ambassador, known for his eclectic and discerning style choices and his mature appreciation of watchmaking.

Commenting, Zenith CEO Julien Tornare said: *"We are delighted to have Swizz Beatz on our team and the partnership is an exciting illustration of what can happen when a key figure on the contemporary musical scene meets a brand committed to writing the future of Swiss watchmaking".*



The first fruits of this collaboration have already created a dynamic and appealing vibe, with the first Defy El Primero 21 six-piece Edition Unique dedicated to Swizz Beatz and presented at the New York launch event in 2017, followed by three new orange-accented limited-edition models were unveiled at Baselworld 2018. Both the bezel and the colourful alligator-coated straps are inscribed with the music visionary's favourite inspirational quote: "Never let people tell you what you can't do, because sky's not the limit, it's just the view". Expect the party to continue, with more projects unfolding as the artist continues to inspire distinctive interpretations of the DEFY collection.

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 over 2,330 chronometry prizes in just over a century and a half of existence: an absolute record. Famed for its legendary 1969 El Primero caliber 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, winner of the Innovation Prize in the 2017 Grand Prix d'Horlogerie de Genève. Energized by newly reinforced ties with a proud tradition of dynamic, avant-garde thinking, Zenith is writing its future... and the future of Swiss watchmaking.