



ZENITH DEFY EL PRIMERO 21 BOUTIQUE-EXCLUSIVE LIMITED EDITION

Zenith introduces a striking limited edition of the groundbreaking ZENITH DEFY EL PRIMERO 21 in Midnight Black Ceramic with a Zenith Blue movement, exclusive to Zenith boutiques.

In 1969, Zenith launched El Primero, the first ever fully integrated automatic column-wheel chronograph movement, enabling 1/10th of a second precision. Half a century later, Zenith once again defied tradition and pushed all existing boundaries, leading us into the world of 1/100th of a second accuracy. A legend reborn, the Zenith DEFY EL PRIMERO 21 is the shining 21st century symbol of a new future for a brand with a truly unique guiding star. And now, the already iconic chronograph is available in a bold mix of black and blue tones as an exclusive limited edition of 250 pieces, available solely at Zenith boutiques around the world.

When it comes to pursuing the extreme, Zenith knows no limits

The Zenith DEFY EL PRIMERO 21 represents a quantum leap in both performance and mechanical design, worthy of the El Primero lineage. Its chronograph boasts an outstanding frequency of 360,000 vph (50 Hz), ten times that of its El Primero predecessor, enabling 1/100th of a second precision. An exquisitely designed display magnifies the effect of this astonishing frequency: the inner bezel bears a scale graduated from 1 to 100 around which a 1/100th of a second hand sweeps at a lightning speed of one turn per second, offering unprecedented visual impact and a surreal sensory experience of time for the wearer. Housed in a 44mm Midnight Black ceramic case, the open dial of the DEFY EL PRIMERO 21 offers an unobstructed view of the revolutionary chronograph movement, finished with a Zenith Blue hue, and topped by a star-tipped 1/100th of a second central hand, large luminescent baton-type hands and faceted hour-markers all paying proud tribute in a stunning demonstration of futuristic brilliance.

Striking contrasts of black and blue

With a lustrous Midnight Black ceramic case providing a perfect complement to its open high-frequency chronograph calibre, the DEFY El Primero 21 Boutique Edition features an enticing play of tones in black and blue. Like the colour of the cutting-edge DEFY Inventor's open dial as well as the chronograph register of some of the earliest El Primero chronographs, the DEFY El Primero 21 Boutique Edition's movement bridges and rotor are finished in an electric "Zenith Blue" colour. Sleek ruthenium-plated hour-markers and hands filled with SuperLumiNova add volume to the complex openworked dial featuring a chronograph power-reserve indication at 12 o'clock, hours and minutes in the centre, small seconds at 9 o'clock, black 60-second counter at 6 o'clock and distinctive blue 30-minute counter at 3 o'clock. Making the DEFY El Primero 21 even more versatile, the Boutique Edition comes with three straps: A black alligator strap with rubber backing and blue stitching, a black rubber strap with a "cordura" effect and blue stitching, and a textured blue rubber strap.

ZENITH: the future of Swiss watchmaking

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches, such as the DEFY Inventor with its monolithic oscillator of exceptional precision, and the DEFY El Primero 21 with its high-frequency 1/100th of a second chronograph. Since its establishment in 1865, Zenith has consistently redefined the notions of precision and innovation, including the first "Pilot Watch" at the dawn of aviation and the first serially produced "El Primero" automatic chronograph calibre. Always one step ahead, Zenith is writing a new chapter in its unique legacy by setting new standards of performance and inspired design. Zenith is here to shape the future of Swiss watchmaking, accompanying those who dare to challenge time itself and reach for the stars.

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