



**Zenith and Phillips come together  
for a one-off El Primero chronograph in platinum  
that will be offered at auction during Phillips' The Geneva Watch Auction X.**

*Especially designed by Phillips in Association with Bacs & Russo to commemorate the 50<sup>th</sup> Anniversary of Zenith's El Primero chronograph, this one-off watch will be auctioned in Geneva on 9-10 November 2019. Proceeds from the auction of this unique commemorative timepiece will go to Zoe4Life, a Swiss non-profit organization, part of the Childhood Cancer International network. The event around this special and unique timepiece crowns the Zenith El Primero 50<sup>th</sup> Anniversary World Tour across 5 continents throughout 2019, celebrating the first automatic chronograph in watchmaking history introduced by Zenith in 1969.*

**Geneva, Switzerland – 1<sup>st</sup> of October 2019** – Zenith is ending its year-long celebration of the El Primero's 50<sup>th</sup> Anniversary with a bang. On November 8, 2019 in Geneva, the final stop of its Anniversary World Tour, Zenith - in partnership with Phillips in Association with Bacs & Russo - will unveil a unique and truly unprecedented El Primero in platinum that is bound to make waves among watch collectors and El Primero aficionados.

Among some of the most captivating and historically important collectors' watches offered during the Geneva Watch Auction X on November 9 & 10, 2019 at Hôtel La Réserve in Geneva by the market-leading auctioneer Phillips in Association with Bacs & Russo, one will undoubtedly attract keen interest: the one-off Zenith El Primero chronograph in platinum.

With a pedigree that is unmatched among chronographs, this particular timepiece is doubly special. Designed by Phillips in Association with Bacs & Russo in collaboration with Zenith – a first for the auctioneer – this one-off creation celebrates the invention 50 years ago of the Zenith El Primero, the first ever automatic chronograph - with a surprising take on the iconic reference A386. Exceptionally for this one-off creation, and for the first time for an El Primero, the watch is made in PT 950 platinum.

Another first for Zenith: The unique and precious dial with a vintage touch is crafted from lapis lazuli, a vividly blue stone with flecks of gold. The strap is made from calfskin for elegant simplicity. As a testament to its time-tested robustness and reliability, it comes with a special 50-year international warranty. The final result is a visually captivating timepiece that is sure to please connoisseurs, enthusiasts and collectors.

"This will be the first and sole El Primero A386 in platinum," **promises Zenith CEO Julien Tornare**, adding, "and it is only fitting as we commemorate and celebrate a true breakthrough in the quest for precision in time measurement."

"It was pure joy to work with the specialists at Phillips and the team at Zenith to explore the possibilities for realising a unique vision, creative and contemporary, that pushes the boundaries while respecting tradition," **says Aurel Bacs, Senior Consultant of Bacs & Russo**, adding, "The result is quite becoming of the importance of the El Primero as a milestone in horology." And particularly gratifying as well because proceeds from the auction of this unique commemorative timepiece will go to Zoe4Life, a Swiss non-profit organization, part of the Childhood Cancer International network.

The platinum El Primero will be unveiled on the eve of the auction, at a special event on November 8 at La Réserve in Geneva, to crown the El Primero 50<sup>th</sup> Anniversary World Tour which carried the El Primero torch, as it were, across 5 continents throughout 2019 in celebration of the first automatic chronograph in watchmaking history introduced in 1969.



Viewing dates: November 7 to 10, 2019 – Hôtel La Réserve – Geneva.

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 silicon oscillator manufactured with the highest technical process, 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. Please visit: [www.zenith-watches.com](http://www.zenith-watches.com)*

ABOUT PHILLIPS IN ASSOCIATION WITH BACS & RUSSO

*The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service, achieving a sale total of US\$ 108 million in 2018 – its third consecutive year as the worldwide market leader in watch auctions. A selection of our recent record-breaking prices:*

- 1. Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894/US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any wristwatch at auction.*
- 2. Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 /US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a Patek Philippe wristwatch at auction.*

ABOUT PHILLIPS

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About Zoé4life

*Zoé4life is a registered non-profit organization, recognized as a public service utility whose mission is to support research, provide financial support to families in need, support kids during their treatments and raise awareness about childhood cancer. All donations are tax deductible. Please visit: [www.zoe4life.org](http://www.zoe4life.org)*

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