



Zenith brings the watchmaking of the future to Zhengzhou with the opening of its new retail concept

Zhengzhou, October 26 2019: During Zenith's 2019 road show in China, which is making its way through eight cities until the end of the year, Zenith has inaugurated its new boutique in the province of Fujian. Following a press conference with brand ambassador Eason Chan and the traditional ribbon-cutting ceremony, guests were invited to discover the new Zenith retail concept in Zhengzhou David City, the most popular and upscale shopping centre in Zhengzhou.

The new retail concept reflects the Zenith codes whilst creating an inspiring, welcoming environment in which visitors can experience an immersive journey. Upon entering the newly conceived space, a sense of verticality is conveyed, with a central blue element, stretching from the floor to the ceiling - paying tribute to a starry night sky. A physical space that expresses Zenith's "Time to Reach your Star" philosophy, the boutique plays with space and light to offer an expansive sensation as visitors discover its latest creations in a modern and uplifting setting. The starry blue sky and Zenith colours complete this immersive experience. The Zenith Zhengzhou boutique features a comprehensive selection of the current Zenith collections, as well as boutique-exclusive editions and the recently unveiled DEFY Inventor Greater China edition.

The opening of the boutique in Zhengzhou marks the latest stop in Zenith's road show in China, which began in Shanghai in September before making its way to Wuhan, Xian, and Beijing, continuing to Chengdu in November and Changsha in December. This immersive traveling exhibition showcases the unique heritage and pioneering vision of the manufacture, with a focus on each of the four collections including the retro-chic Pilot line and avant-gardist DEFY range, keeping the Defy Inventor at the heart of the exhibition. The road show is also presenting rare Zenith Haute Horlogerie pieces like the DEFY 21 Double Tourbillon and DEFY Fusee Tourbillon - all in an intriguingly futuristic setting.

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 architectural DEFY Inventor watch with its unique, ultra-thin monolithic oscillator that replaces the 30+ components of a standard regulating organ, 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 serially produced automatic chronograph calibre "El Primero", beating at the high rate of 36,000 VpH. 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.