



ZENITH DREAMHERS - CHAPTER II

When Zenith launched its DEFY Midnight collection at the start of 2020, a line that's all about modern femininity and versatility, the brand decided to bring together visionary, independent and inspirational women from all over the world that live by Zenith's "Time to Reach Your Star" philosophy. They are the **ZENITH DREAMHERS**.

The Zenith Dreamhers campaign started in September, and today, Zenith is proud to introduce six more women under its DREAMHERS roster. Each of these women are of different ages, nationalities, industries and approaches to turning their passion into a living. While every Dreamher has a different story to tell, they are all united with a common goal of chasing their dreams and empowering other women to do the same. These are their stories.

Sheila Sim

Accomplished model. Acclaimed actress. Successful businesswoman. Well-being advocate. Devoted mother. These are just some of the many roles that Singaporean media personality Sheila Sim has taken on over the years. Sheila continues to play on the big screen and grace catwalks. She attributes her success today to over 10 years of independence that her modelling experience and exposure has taught her. More recently, Sheila has graduated in Positive Psychology, helping others achieve wellness and personal growth through her latest business venture "WonderandWellness". She is passionate about mentoring others and assisting them in reaching their own stars. Sheila recently stated: *"As someone whose career has evolved many times over the years, I wish to always be surprised by new horizons and endless possibilities. Life is full of surprises, and I will make sure that when the next door opens for me, I'll be ready to receive them with open arms."*

Laura Noltemeyer

What began as a platform to share Laura Noltemeyer's passion for design, art and fashion rapidly grew into an international brand of its own. The young German entrepreneur founded her company and lifestyle blog www.designdschungel.com in 2014, while at the same time working on her master thesis in architecture. This year, Laura decided to reach another milestone with the founding of her German-made, vegan cosmetic brand BAYAGE BEAUTY, combining her many years of industry experience with the highest expectations of the perfect cosmetic products. On what it takes to succeed as a young woman, Laura has this to say: *"Be yourself and trust your heart. This will always lead you in the right direction and help to make your dreams come true."*

Kearen Pang

The love for the world of theatre and acting is what has led Kearen Pang to become one of the brightest stars of Hong Kong China. Beginning at the Hong Kong Academy for Performing Arts, Kearen always dreamed of leaving her mark on the world of theatre and cinema. With every role she took on and achievement she accomplished, she aimed higher and reached further. Today, Kearen is as an award-winning multimedia creator who has written, directed and acted in theatrical productions and films. Through her vast accolades and outspoken nature, Kearen encourages fellow women to realise their full potential and fearlessly seek and pursue their dream. *"Time does not change for anyone, so enjoy and treasure every minute in life, because your dream can come true at any moment."*

Federica Segato

Italian entrepreneur Federica Segato is living proof that you can reach your star at any age. After graduating from university and setting off on her professional career, Federica felt lost and frustrated when facing obstacles in approaching the business world as a young woman. In 2019 she decided to create "Career Leaders", an online network connecting Italian professional women. One year later, the community already counts 30,000 women helping and supporting each other in the business world. Selected by Forbes Italy's "100 under 30 - leaders of the future" list, Federica has certainly reached her star, and has dedicated herself to helping women reach theirs. On her affiliation with Zenith, Federica shared, *"I am thrilled to take part of Zenith's "DreamHers" campaign as I strongly feel we share the same mission. Both DreamHers and my company, Career Leaders, celebrate women and support their uniqueness and ambition."*

Laetitia Guarino

Laetitia Guarino has always pursued two seemingly mutually exclusive passions: medicine and modeling. After achieving her dream as an aspiring model and being crowned 2015's Miss Switzerland, she went on to complete her education in medicine and now works in general surgery. She's striving towards reaching her next star in becoming a surgeon. Laetitia has also taken on humanitarian roles as an ambassador for the Swiss Red Cross and for Terre des hommes, a Swiss charity with projects around the world where Laetitia has accompanied and assisted children suffering from heart failure. Speaking of her unique trajectory, Laetitia shared *"I always wanted to become a doctor and commit myself to helping others. I truly believe the key to success in life is being passionate, daring and getting involved. Through my humanitarian actions and my career in surgery, I work hard to inspire, do some good in this world and ultimately follow my dreams."*

Amandine Chaignot

Celebrated French chef Amandine Chaignot, throughout her childhood, was expected to uphold the family tradition of studying and eventually working in pharmacology. And so she did, often performing best in her class and excelling all the way through to university. But shortly after, she craved something else entirely. Some of Amandine's fondest memories revolved around the dinner table, and she knew that she could only be truly happy in chasing her dreams, regardless of what was expected of her. Without looking back, she enrolled at the prestigious Ferrandi cooking school, then went on to work in restaurant kitchens. In no time, she found herself honing her craft at some of the finest establishments under decorated chefs such as Alain Ducasse, Jean-Francois Piège, Yannick Alléno, Eric Fréchon and many more. After taking on the role of Executive Chef at the Rosewood London as well as a judge on the French version of MasterChef, Amandine decided to take the plunge and establish her own restaurant in Paris, Pouliche. Looking back at her path, Amandine explains *"For the longest time, I thought that some things were out of reach, until I realized that I had built barriers myself. Since then, I dare, sometimes I stumble, but I move on and I never regret. The greatest gift you can give a young girl today is to teach her to believe in herself."*

Whether its Sheila Sim enforcing positive psychology to attain goals and build self-confidence, Kearen Pang using the stage and silver screen to speak her voice, Laura Noltemeyer celebrating modern, empowered femininity with her beauty brand, Federica Segato building a platform to support other aspiring women, Laetitia Guarino using medicine and social media to help those in need, or Amandine Chaignot leaving her family tradition to forge her own destiny as a chef, these relatable Dreamhers share the passion and drive to leave a mark on their respective fields, to carve out their own destiny, and to make lasting changes for women across the world.



ZENITH: TIME TO REACH YOUR STAR.

Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump.

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. From the first automatic chronograph, the El Primero, to the fastest chronograph with a 1/100th of a second precision, the El Primero 21, as well as the Inventor that reinvents the regulating organ by replacing the 30+ components with a single monolithic element, the manufacture is always pushing the boundaries of what's possible. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.