



## ZENITH DREAMHERS - CHAPTER III

The DEFY Midnight collection of women's watches is an ode to modern, assertive and self-assured femininity. Its release in 2020 marked the first time that Zenith had tailored an entire collection exclusively for women. To celebrating determined women who chase their dreams and carve out their own paths to success, Zenith is bringing together a group of visionary, independent and exemplary women from all walks of life that live Zenith's "Time to Reach Your Star" philosophy to the fullest: the **ZENITH DREAMHERS**.

Today, Zenith is proud to welcome four more DREAMHERS and share their inspirational stories.

### **Ghizlan Guenez**

Algerian-born Ghizlan Guenez has always sought to revolutionize the world of prêt-à-porter fashion to match her own style and values - and that's exactly what she did. In 2017, she established The Modist, the first Dubai based global e-commerce platform that offers luxury fashion for those who prefer to dress modestly. After several years of successfully building up her emerging platform, things took an unexpected turn in 2020 when the COVID-19 pandemic made it impossible to for The Modist to continue operating. But instead of giving up on her dream, Ghizlan proved that failure isn't a setback, but a lesson, and that to reach one's star means to never be discouraged regardless of the bumps on the road. She is currently working on launching a tech business that will re-engage The Modist community that she has built over the years, allowing her to further build-up and expand the modest fashion market that she believes in so passionately.

*"My biggest dream is to inspire young girls from my part of the world (Middle East) to reach for their star and achieve anything they set their mind to."*

IG: @guizlan\_guenez\_

### **Christine Giampaoli Zonca**

Zenith first encountered Italian-Canarian race driver Christine Giampaoli Zonca at the first Extreme E race, of which Zenith is a founding partner and the official timekeeper, and the synergy was immediately felt. Christine has always dreamt of racing, and even chose to complete a degree in motorsports technology. After working at a garage as a mechanic, Christine began participating in local races and rallies in 2014, gaining a handful of podium prizes. Her family weren't into racing and motorsports at all, so she set out to find her own sponsors and eventually joined Extreme E's Xite Energy Racing team as one of the two drivers. The concept of electric racing and especially in an off-road setting immediately spoke to her, as it empowers women in the predominantly masculine world of motorsports, where each team has male and female drivers that have to spend the same amount of time behind the wheel. Christine has reached her star against all odds, even when no one believed in her. She's opening the way for other young women who want to enter the world of racing by showing them that women can have their place in a traditionally male-dominated sport.

*"Believing is the biggest thing in passion. If you work hard for it, you'll get there. We all have to start somewhere!"*

IG: @christinegz



### **Emilie Brabon-Hames**

Believing that beauty is far more than skin-deep and that any true transformation begins from within, Australian entrepreneur and coach Emilie Brabon-Hames has reached her star by inspiring and pushing women to reach theirs and become the best versions of themselves to unleash their true potential. Emilie is a rapid transformation coach that has worked with celebrities to put them on a healthier track. She is also a nutritional coach and the co-founder of Original Bootcamp, the world's longest running and most respected military-inspired bootcamp fitness program. Emilie has also published her own highly acclaimed book on fitness, nutrition and motivation called "8 Weeks to WOW".

*"I think inspiration goes two ways. I draw inspiration from those around me, trusting that they, too, are inspired by our interaction in ways that are unique to them."*

IG: @emiliebrabonhames

### **Melody Hsu**

Entrepreneur and health & wellness coach Melody Hsu is a shining example of the modern-day working mother. After completing her education and returning to Taiwan, she knew that she wanted to take on the full experience of motherhood while also pursuing her professional ambitions. So, she founded VIASWEAT, an activewear brand that produces ethically and sustainably made pieces for women of all shapes, sizes and lifestyles. Her positive outlook has allowed her to overcome the hurdles and rise to the countless challenges that she's faced as a mother of two while building a business. Never one to shy away from risk and always looking for new opportunities, Melody Hsu is living proof that the only barrier to reaching one's star is attitude.

*"Wellness is about being active. Not just in body, but also in mind and spirit. It's about actively choosing to be the best version of yourself."*

IG: @mooshuu

## **EVEN MORE VERSATILITY - NEW STRAPS FOR THE DEFY MIDNIGHT**

Switching up your watch's look has never been easier. One of the most adored features of the DEFY Midnight is its quick strap-change mechanism, allowing the wearer to quickly swap between the supplied steel bracelet and rubber or fabric straps without requiring any tools. Now, Zenith is widening the choice of interchangeable straps with a number of colours and materials. Pink, orange and light brown calfskin leather with rubber backing for comfort and durability and, a first for Zenith, 100% vegan leather straps that look and feel like leather, debuting in khaki and beige.



## **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.