



UPCYCLING NEVER LOOKED THIS GOOD: ZENITH PARTNERS WITH NONA SOURCE TO TRANSFORM EXCESS COUTURE FABRICS INTO WATCH STRAPS

As a leader in building the future of Swiss watchmaking, Zenith firmly believes that progress and innovation must be synonymous with sustainability and responsibility. In its wide-encompassing efforts to reduce its environmental impact by optimizing its processes and products, Zenith has partnered with LVMH start-up Nona Source to transform excess fabrics from LVMH Fashion & Leather Goods Maisons into watch straps, beginning with the DEFY Midnight collection.

Nona Source, a start-up incubated by LVMH's DARE (Disrupt, Act & Risk to be an Entrepreneur) program, is the first online resale platform that re-values deadstock fabrics from the most exclusive luxury fashion Maisons, then gives them a second life by allowing creators to easily shop these materials and reuse existing resources. This sustainable approach is in perfect resonance with Zenith's ever-growing initiatives and desire to develop ecologically conscious products and services without compromising on quality and desirability.

"Working with Nona Source is exactly the kind of responsible, ecological yet also luxurious kind of innovation that we seek at the Zenith Manufacture. This initiative not only helps in upcycling luxurious materials in a new context, but also gives the DEFY Midnight collection a high-fashion edge. My team and I are excited to see these straps being worn and look forward to exploring new possibilities with Nona Source" shared Zenith CEO **Julien Tornare** on this new collaboration.

"We are thrilled to begin this exciting new journey with Zenith. The DEFY Midnight and its contemporary feminine appeal is the perfect match of luxury and environmental consciousness, a second life on the wrist that is totally in line with the circular creativity approach of the LVMH Group. We're very proud of the first results from our collaboration", shared Nona Source Co-founder **Romain Brabo**.

As the first part of this blossoming collaboration, Zenith and Nona Source sought to introduce this new concept to one of the Manufacture's most versatile collections tailored exclusively for women and taking advantage of its quick strap-change system: the DEFY Midnight. To start, seven intricately handmade straps using different coloured and textured fabrics with rubber backings will be offered: a vanilla-white moleskin woven cotton, a blue silk and wool Mikado, a sage-green washed crepe, a sandy-beige poly-viscose canvas, a pink denim, a vibrant yellow tricotine, and a cream curly mohair. Essentially *haute couture* accessories that have been hand-tailored using the finest fabrics, these straps are the perfect way to give the DEFY Midnight an exceptional look for special occasions.

Compatible with all DEFY Midnight models and easily attached without any tools using the watch's ingeniously practical quick-strap-change mechanism on the case back, these seven straps can be purchased on the Zenith online boutique and physical boutiques around the world.

These straps are just the beginning of what will become a new avenue for creativity, originality and sustainability for Zenith. The Manufacture's customers can look forward to new fabrics provided by Nona Source to find their way to straps for the DEFY Midnight and other collections in the future. The possibilities are truly endless!



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. Zenith is also highlighting visionary and trailblazing women - past and present - by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfill their dreams.

Zenith exclusively uses its own in-house developed and manufactured movements across all of its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, Zenith has gone on to master the complication with even more precision, capable of measurements to the closest 1/10th of a second in the most recent Chronomaster lines, and 1/100th of a second in the DEFY collection. 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.

ABOUT NONA SOURCE

Echoing LVMH's commitment towards the environment through the group's LIFE 360 program, Nona Source encourages Circular Creativity by revaluing deadstock fabrics and leathers sourced from LVMH's Fashion & Leathergoods Maisons.

Nona Source was officially launched in 2021 on www.nona-source.com and has a Parisian showroom within La Caserne, the largest ecological transition accelerator dedicated to the Fashion and Luxury sector in Europe.