



AT VIVA TECH 2022, ZENITH UNVEILS A NEW CAPSULE COLLECTION OF STRAPS MADE OF EXCESS HIGH-FASHION TEXTILES FOR THE CHRONOMASTER COLLECTION

Paris, June 16, 2022: ZENITH is once again joining LVMH and group Maisons in Paris for the 2022 edition of VIVA TECH, Europe's most prominent start-up and tech events that brings together industry leaders across many segments. This year, ZENITH is expanding its presence at the fair with its own dedicated space to welcome visitors and introduce them to the Manufacture's latest innovations and developments, including a capsule collection of straps for the Chronomaster line made using upcycled high-tech fabrics from LVMH fashion Maisons.

One of the main themes of VIVA TECH 2022 is "tech on the edge", highlighting companies and start-ups seeking novel solutions to make their innovations more responsible and mitigate their environmental impact. Within this context, ZENITH is shining a light on one of its partnerships that's offering a unique and creative solution to the issue of excess textiles used in high-fashion: Nona Source. A start-up incubated by LVMH's DARE (Disrupt, Act & Risk to be an Entrepreneur) program, Nona Source is the first online resale platform that re-values unused 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.

Falling within ZENITH's HORIZ-ON initiative to offset its impact on the environment by developing ecologically-conscious products and services without compromising on quality and desirability, ZENITH began its collaboration with Nona Source at the start of the year with a collection of lavishly refined straps developed for the DEFY Midnight women's watch line. During VIVA TECH 2022, ZENITH and Nona Source are unveiling three new straps tailored for the award-winning Chronomaster Sport collection in surprising new colours and different technical fabrics.

Ready to take on the summer season with the right tones and technical properties, the first strap in the capsule collection is the "Deep Dive" strap for the boutique edition of the Chronomaster Sport, made of a water-repellent blue textile that recalls the signature blue of the ZENITH tricolour dial.

The warmer seasons call for lighter, more breathable fabrics, and that's where the second strap in the series comes in. Dubbed "Rifle Green", this strap is made of a light cotton-linen blend fabric and adds an unexpected yet complementary colour to the traditional El Primero palette.

And finally, for a bold and decidedly urban look, a third "Pale Marigold" strap in shimmery gold cotton-blend adds an edgy look inspired by today's convergence of streetwear and haute couture.

Measuring 20/16mm, these straps are compatible with all the references in the Chronomaster Sport and Chronomaster Open collections and will be available exclusively at ZENITH physical boutiques.



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 vertically integrated Swiss watch manufacture, 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 by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.