



## ZENITH ANNOUNCES MIDDLE EASTERN MUSICAL SENSATION GUY MANOUKIAN AS ITS NEWEST FRIEND OF THE BRAND

**Dubai, May 3, 2023: ZENITH is pleased to welcome one of the Middle East's most prolific pianists as its latest Friend of the Brand.**

For most people, discovering one's true calling can take many years. For Guy Manoukian, it was there since his earliest memories. The Lebanese-Armenian artist began playing the piano from the age of four, under the mentorship of some of Lebanon's most talented classical music teachers. He made his first television appearance at only six years old and was later honoured by being asked to perform at the Lebanese Presidential Palace. At seven years old, Manoukian began composing his own music and even won his first music competition.

While Manoukian was an avid basketball player in high school, he fully committed himself to music, going on to play his first solo concert as a teenager. The musician, composer, and pianist forged his own signature sound by fusing classical Arabic melodies with contemporary arrangements. A reflection of his rich multicultural upbringing, Manoukian's music is so singular and distinctive, that he has collaborated with chart-topping artists across vastly different musical genres while selling out his own solo shows at some of the world's most prestigious venues.

In the same way that ZENITH builds on its vast heritage and tradition to bring forth some of the most innovative works of contemporary watchmaking, Guy Manoukian seamlessly combines classical arrangements with contemporary sounds for a global audience. His persistent drive and focus from his formative years as well as his daringness to explore new sounds have elevated him to become one of the region's most acclaimed musicians and an international star who still has much to share.

On joining the ZENITH family and what it means to reach your star, **Guy Manoukian** shared: *"I've always said that the biggest risk you can take in your life is when you don't take risks at all. The values and principles of ZENITH are much like the ones I've believed in all my life. Reaching for the stars is a motto I live by everyday, and it's something I'm proud of."*

ZENITH looks forward to embarking on new adventures and experiences with Guy Manoukian in the Middle East and 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 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.