



KLAUS ROCKS MILAN FASHION WEEK

Milan, Monday 19 June 2023 - ZENITH friend of the brand, DJ and producer Klaus turns up the tempo in Milan with his performance at the Outpump x Wanderlust Vision fashion week closing party at post-industrial milanese rooftop, Clèr.

Klaus was proudly wearing the Zenith Pilot Bigdate Flyback in black ceramic as he moved the crowd of over 400 fashionistas danced the night away to his specially curated set.

Klaus' performance at Milan Fashion Week marked the beginning of what promises to be an eventful summer season for the inimitable Italian producer and DJ, as he will be touring Italy and performing at music festivals all across Europe.

Artist, creator, storyteller and avid ZENITH collector, Klaus is part of a new generation of dream-chasers that have made it in the digital era. Klaus began his journey in his early teen years, where his passion for music pushed him to begin composing and recording electronic music. Beyond the music however, Klaus was compelled to share his adventures, emotions and experiences encountering other likeminded people from all over the world. So, in 2013, he began making videos to share his creative process, which in turn led him to learn all about video editing, graphics and 3D modelling. Before he knew it, Klaus had garnered a loyal following on YouTube and other platforms and became one of the most wide-reaching Italian personalities of his time.

Julien Tornare, ZENITH CEO shared, *"We are so happy to be collaborating with Klaus and to see him engage with his audience at the emblematic Milan Fashion Week. Klaus knows how to reach a new generation by sharing his music, adventures, projects and experiences with millions of people from all over the world. It's great to see him talk about watchmaking with such passion, style, creativity and authenticity. He's able to tell the story of ZENITH in such a way that truly resonates with younger audiences who are just discovering the passion of watchmaking."*

Follow Klaus on **[Instagram](#)** and **[YouTube](#)** as he shares updates from his special Summer roadtrip with his 1 million+ followers, filled with special creative projects and musical performances.



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.