



## **A HIGH-FLYING COLLABORATION: INTRODUCING THE ZENITH X PORTER PILOT COLLECTION IN KHAKE CERAMIC**

**Le Locle, October 18, 2024: ZENITH and iconic Japanese bag brand PORTER have come together for an unexpected yet totally coherent collaboration around the theme of travel. Together, the pair have reimaged two ZENITH PILOT models in khaki ceramic, along with a specially tailored bag made by PORTER exclusively for ZENITH: The PILOT Automatic and PILOT Big Date Flyback chronograph, each limited to 500 pieces.**

The art of travel. The pursuit of pleasure in the journey rather than the destination. Since the earliest days of aviation, ZENITH has accompanied those who saw the open skies as a new world to explore with its specialized watches and instruments, going as far back as 1888 when ZENITH's founder Georges-Favre Jacot saw the potential of aviation and decided to trademark "Pilote" in French, followed shortly by "Pilot". The ZENITH PILOT collection is the brand's longest running collection and has largely shaped the world of aviation watches. PORTER, a brand founded by Japanese manufacturer Yoshida & Co. in 1962, has become an established name both domestically in Japan and across the world, renowned for its minimal and functional yet meticulously crafted bags and accessories. Named after the traditional luggage porters found in hotels, PORTER excels in its use of high-quality materials and its attention to the smallest details to create highly coveted items, with a heavy influence from military designs. Coming together to celebrate their shared values and passion for travel was a natural union.

Relaunched in 2023 as a totally revamped line, the ZENITH PILOT collection draws inspiration from the entire span of aviation - past and present. The essential codes of durability, legibility and intuitiveness are respected in the modern reincarnation of the PILOT collection, which serves as the perfect canvas for this collaboration with PORTER. Combining a utilitarian approach with contemporary design elements, the result is unmistakably ZENITH. Now, across two limited editions, the distinctive PORTER touch is added to these modern classics.

The first piece in this collaborative limited-edition series is the **PILOT Automatic PORTER Edition**. The 40mm case with a distinct flat-top round bezel is crafted exclusively in a khaki ceramic, with an olive tone that recalls one of the signatures colours of PORTER's bags. With its entirely matte finished surface, the case takes on a decidedly rugged look. The black PVD steel oversized crown, a defining feature of ZENITH PILOT watches, takes on an edgy angular form, while remaining easy to grip and operate - even with gloves on.

The textured, grooved dial recalls the corrugated metal sheets that made up the fuselage of many older aircrafts. Done in a khaki tone matching the case, the dial is signed both ZENITH and PORTER. Just for this special edition, the hour, minute and second hand are done in a bright orange tone that adds contrast and legibility to the dial while also recalling the orange interior of many PORTER bags, which in turn is inspired by the reverse side of aviation jackets for rescue visibility. The oversized luminescent Arabic numerals are fashioned in a sleek font and are applied as metal markers filled with white Super-LumiNova. At 6 o'clock above the date window with a white on khaki date wheel, the luminescent hour marker takes the form of a flat white line, recalling the artificial horizon instrument in plane. A source of pride for the Manufacture, the dial is signed "Pilot", as ZENITH remains the first and only brand to hold the rights to mark its dials with the term.



Visible through the black PVD steel case back and specially emblazoned sapphire crystal with the PORTER logo, is the El Primero 3620 high-frequency manufacture movement. Its power reserve of 60 hours is reached by means of a blackened oscillating weight that resembles an “artificial horizon” dashboard instrument, which informs the pilot of the aircraft’s orientation relative to the Earth’s horizon.

Completing the look, the PILOT Automatic PORTER Edition comes with two straps. The first, using a durable nylon fabric supplied by PORTER, is a khaki nylon strap with orange Velcro elements, with the signature PORTER stitched logo. The second is a khaki cordura-effect rubber strap with a black PVD steel folding buckle. The straps can be easily interchanged using the strap’s quick-release system, requiring no tools.

The second part of this sky-high collaboration is the **PILOT Big Date Flyback PORTER Edition**. In the same aesthetic as the three-hand version, the 42.5mm matte khaki ceramic case is set with black PVD pushers and crown. Equipped with the latest generation of the El Primero automatic high-frequency chronograph calibre, this version made exclusively for the PILOT model is endowed with two functions that are highly prized by aviators: the big date and the flyback function.

Designed with easy readability in mind, the textured khaki dial features orange hands for the timekeeping as well as the chronograph functions, with the chronograph’s 30-minute counter featuring alternating orange and white outlines to make it easier to distinguish between the 5-minute marks. The oversized date display with white numerals on khaki disks is operated by a cutting-edge patented compliant mechanism, which advances and stabilizes both of the Big Date’s wheels in less than 0.03 seconds. Originally conceived for aviators who wore thick sheepskin gloves, the flyback function allows the chronograph function to be reset to zero and restarted by a single push of a button, simplifying the pilot’s operations, and offering the possibility to record consecutive times without having to stop and restart.

The El Primero 3652 automatic high-frequency chronograph calibre with its “artificial horizon” rotor is visible through the display back with the rectangular PORTER logo on the underside of the sapphire crystal. Like its three-hand counterpart, the PILOT Big Date Flyback PORTER Edition comes with both a khaki nylon velcro strap by PORTER and a khaki cordura-effect rubber strap with a black PVD steel folding buckle, both fitted with a quick-release attachment.

Of course, this history-making collaboration wouldn’t be complete without a bag or accessory by the Japanese brand. Just for ZENITH and these two limited edition PILOT models, PORTER designed a new messenger bag into which the watch box is fitted. In the brand’s signature khaki colour on the outside, the interior was also developed exclusively for ZENITH in the Manufacture’s signature blue recalling the night sky. The bag is signed both PORTER and ZENITH.

The **PILOT Automatic PORTER Edition** and **PILOT Big Date Flyback PORTER Edition** are limited to 500 pieces each, available exclusively from ZENITH physical and online boutiques around 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.

## **ABOUT PORTER.**

1935年にカバン職人の吉田吉蔵が立ち上げた株式会社 吉田（吉田カバン）。自社ブランド「ポーター」を1962年に発表しました。「一針入魂」をモットーに、日本製にこだわったバッグをつくり続けています。ホテルなどでお客様の荷物を預かるポーターが、常に鞆に触れ、その善し悪しを知ることから敬意をこめてブランド名に起用しています。

In 1935, Yoshida & Co. was founded by bag craftsman Kichizo Yoshida. The company's own brand "PORTER" was launched in 1962. Under the company motto of "Heart and Soul into Every Stitch", it continues to produce bags that are made in Japan. The brand name is used in honor of the porters who know the bags in hotels or cloakrooms and keep the customers luggage.

## PILOT CENTRAL AUTOMATIC PORTER

Reference: 49.4001.3620/63.I001

**Key points:** full interchangeable strap system, El Primero 3-hand watch, high frequency movement (5Hz)

**Movement:** El Primero 3620

**Frequency:** 36'000 VpH - 5Hz

**Power reserve:** approx. 60 hours

**Functions:** hours and minutes in the center, central seconds hand, date indication at 6 o'clock

**Finishes:** special "Pilot artificial horizon" black oscillating weight

**Price:** 10'900 CHF / 11'800 €

**Material:** khaki ceramic

**Water resistance:** 10 ATM

**Case:** 40mm

**Crystal:** domed sapphire crystal with anti-reflective treatment on both sides

**Case-back:** transparent sapphire crystal

**Dial:** khaki with horizontal grooves

**Hour markers:** applied Arabic numerals in SuperLuminova SLN C1

**Hands:** black & orange with SLN C1

**Bracelet & Buckle:** khaki "Cordura" effect rubber strap with black PVD steel folding buckle and khaki in durable nylon fabric by PORTER.



## PILOT BIG DATE FLYBACK PORTER

Reference: 49.4001.3652/63.I001

**Key points:** instantaneous Big Date jump in 0.007 sec, full interchangeable strap system, automatic El Primero column-wheel chronograph with flyback function, patented Big date at 6 o'clock

**Movement:** El Primero 3652

**Frequency:** 36'000 VpH - 5Hz

**Power reserve:** approx. 60 hours

**Functions:** hours and minutes in the center, small seconds at 9 o'clock, instantaneous Big Date at 6 o'clock, Flyback chronograph, 30-minute counter at 3 o'clock

**Finishes:** special "Pilot artificial horizon" black oscillating weight

**Price:** 14'900 CHF / 16'200 €

**Material:** khaki ceramic

**Water resistance:** 10 ATM

**Case:** 42.5mm

**Crystal:** domed sapphire crystal with anti-reflective treatment on both sides

**Case-back:** transparent sapphire crystal

**Dial:** khaki with horizontal grooves

**Hour markers:** applied Arabic numerals in SuperLuminova SLN C1

**Hands:** black & orange with SLN C1

**Bracelet & Buckle:** khaki "Cordura" effect rubber strap with black PVD steel folding buckle and khaki in durable nylon fabric by PORTER.

