



ZENITH WELCOMES CHEF MICHEL SARRAN AS A NEW FRIEND OF THE BRAND

ZENITH is proud to welcome celebrated French chef Michel Sarran to its family of "Friends of the Brand." A true icon of French gastronomy, Sarran embodies the core values that define ZENITH: boldness, innovation, and a relentless pursuit of excellence.

Hailing from the Gers region in southwest France, Michel Sarran discovered his passion for cooking at an early age. After refining his craft alongside culinary legends such as Alain Ducasse, Michel Guérard, and Jean-Michel Lorain, he opened his own restaurant in Toulouse in 1995. His unique style—blending creativity with authenticity—quickly earned him widespread acclaim. Known for his ability to craft dishes that celebrate flavor, emotion, and the joy of sharing, he has become a fixture in the French culinary landscape.

More than just a chef, Michel Sarran is a beloved figure in the Toulouse region. His passion for rugby and deep ties to the local community have made him an influential presence beyond the kitchen. His culinary philosophy—where precision meets imagination—aligns seamlessly with ZENITH's spirit: pushing boundaries while honoring extraordinary craftsmanship.

"Cooking and watchmaking share essential values: precision, passion, and the passing down of knowledge. Every second counts in the pursuit of excellence. Joining ZENITH felt natural—we're driven by the same commitment to authenticity and innovation," says Michel Sarran.

Benoît de Clerck, CEO of ZENITH, adds: *"Michel Sarran is a true embodiment of talent, audacity, and generosity. His journey is nothing short of inspiring and perfectly reflects our brand's ethos. We're thrilled to welcome him to the ZENITH family and look forward to sharing exciting new experiences together."*

This new partnership marks the beginning of unforgettable moments to come.



ZENITH: THE HEART OF WATCHMAKING

Founded in 1865 in Le Locle, Switzerland, ZENITH has been at the forefront of Swiss watchmaking for over 160 years, driven by a pioneering spirit and a relentless pursuit of precision. As the first vertically integrated Swiss watch manufacture, ZENITH has continuously revolutionized horology by developing and manufacturing in-house movement, most notably the El Primero, the world's first automatic chronograph calibre launched in 1969, renowned for its unparalleled precision and high-frequency performance.

ZENITH's timepieces celebrate its dedication to innovation and exceptional craftsmanship. The CHRONOMASTER collection highlights the brand's mastery of high-precision chronographs, the DEFY showcases technical innovation and bold design, while the PILOT collection celebrates ZENITH's storied aviation legacy with distinctive, adventure-ready timepieces. This unwavering commitment to precision has been recognized with an unparalleled 2,333 chronometry prizes, underscoring ZENITH's enduring legacy of excellence.

Throughout its history, ZENITH timepieces have accompanied pioneers who dared to dream big and achieve the extraordinary: from Louis Blériot's historic flight across the English Channel to Felix Baumgartner's record-breaking stratospheric free-fall jump. This daring spirit continues to drive the Maison as it redefines the future of Swiss watchmaking. Celebrating over a century and a half of excellence, innovation, and purpose, ZENITH remains at the forefront of Swiss horology, empowering those who challenge conventions and strive for greatness.

From Le Locle to the world, from 1865 to now, ZENITH is the heart of watchmaking.