

JEWELRY

Zenith looks toward “renewal” with new CEO

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Zenith's *El Primero Skeleton* watch

By STAFF REPORTS

LVMH-owned watchmaker Zenith has named Julien Tornare its new CEO.

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Mr. Tornare, who will begin his role at Zenith on May 1, will report to Jean-Claude Biver, president of LVMH's watch division and president of Zenith's board of directors. Mr. Tornare comes to Zenith from Vacheron Constantin, where he had served as managing director of Asia-Pacific until April.

New leadership

Zenith's previous CEO Aldo Magada abruptly resigned in January, and Mr. Biver subsequently took on the role of interim CEO.

In an interview with [Hodinkee](#) in January, Mr. Biver noted that Zenith's sales and profits had been decreasing since 2014. According to the executive, this made him "lose a certain confidence in the ability of the managing team."

Now, the label has found a more permanent successor in Mr. Tornare. The executive has been with Vacheron Constantin since 2000, when he joined the company as the head of its Switzerland operations.



Julien Tornare

Later, Mr. Tornare also served as the watchmaker's president of North America. From 2009-2011, he was the director of international sales before becoming assuming his most recent role as managing director of Asia-Pacific.

At Zenith, Mr. Tornare will be tasked with expanding the Swiss watchmaker's marketing, part of the brand's "renewal" process.

"Julien's strong international and commercial experience in watches will be crucial to the development of Zenith, which is enjoying renewed success since Baselworld and the launch of Defy El Primero 21," Mr. Biver said in a brand statement.

At Baselworld, Zenith looked to make a splash with more than its timepieces.

The watchmaker made it easier for Baselworld attendees to get from point A to point B as the horology industry transcends on Basel, Switzerland March 23-30.

During the first few days of the annual watch fair, attendees can use a Zenith promotion code for ridesharing service Uber. With so much attention focused on innovation and watch debuts at Baselworld, brands must devise plans to stand apart from their competitors and garner consumer recognition ([see story](#)).

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