

JEWELRY

## Zenith sponsors Gentleman's Ride to spur awareness for men's health and wellness

August 4, 2017



*The Gentleman's Ride is also sponsored by Triumph Motorcycles. Image credit: Zenith*

By DANNY PARISI

Swiss watchmaker Zenith is sponsoring the 2017 Gentleman's Ride, an annual motorcycle-themed fundraiser to raise awareness and money to help prevent prostate cancer and suicide among men.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The watchmaker has released a short film showcasing some of its timepieces and the style inspiration of the ride, combining classic motorcycles with fine clothes and watches. This year's Gentleman's Ride will begin in late September.

### Gentleman's Ride

With the plethora of worthy causes that exist in the world, there is ample potential for branding opportunities when luxury brands sponsor fundraisers and support structures for disease prevention and social causes.

This is the impetus behind Zenith's sponsorship of the Gentleman's Ride this September.

The event has been held every year since its founding in 2012. In 2016, Zenith joined as one of two of the main sponsors of the ride, the other being Triumph Motorcycles.

The Gentleman's Ride was created to raise awareness for prostate cancer as well as the prevention of suicide among young men. These goals are in line with the event's affiliation with The Movember Foundation.



*A Zenith watch. Image credit: Zenith*

Zenith is bringing a sense of elegance and flair to the ride, which has been one of the event's hallmarks from its founding.

Instead of the more traditional American chopper motorcycle tradition, riders in the Gentleman's Ride are encouraged to wear fine suits, tweed vests and expensive watches and drive European-style bikes.

This overarching aesthetic makes it the perfect venue for a luxury brand such as Zenith to sponsor.

Zenith has released a short film on its social media accounts, showcasing some imagery from the ride featuring a rider on a motorcycle on a long winding road wearing a Zenith watch.

#### Elegance in motion

Zenith's partnership with the Gentleman's Ride comes just a few months after the brand appointed Julien Tornare as its new CEO.

Mr. Tornare, who began 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 ([see story](#)).

Watchmakers have often used their status as official sponsors of various events for branding purposes. Most often, these sponsorships include events where timekeeping is needed, such as Omega's partnership with the Olympics.



*The Gentleman's Ride is organized to benefit the Movember Foundation. Image credit: Zenith*

Swiss watchmaker Omega has started the year-long countdown to the 2018 Winter Olympics in Pyeongchang, South Korea.

Omega has a long history of Olympic involvement and is the international sporting event's official timekeeper for both winter and summer games. Next year's Olympics in Pyeongchang will be the 28th time Omega has conducting the timekeeping for the world event since 1932 ([see story](#)).

These partnerships allow watchmakers to get their name out and in front of the types of buyers they deem most valuable to them.

With its focus on the elegance and "dapper" aesthetic of classic motorcycles, the Gentleman's Ride seems a perfect fit for Zenith and its high-class ambitions.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.