

JEWELRY

Zenith celebrates a milestone with a re-edition

July 2, 2019



Zenith's original El Primero design. Image credit: Zenith

By STAFF REPORTS

LVMH-owned watchmaker Zenith is reissuing the original model of a 50-year-old design to celebrate the watch's birthday.

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

Zenith's El Primero watch will celebrate its 50th year with a re-edition of its original model, in addition to two other models in a special box set. The models are representative of the watch's evolution, which started with its launch in 1969.

Celebrating a birthday

The watchmaker covets the title of El Primero as being the first high-frequency automatic chronograph.

This anniversary box set will celebrate that first model with a design faithful to the original.

Zenith's Chronomaster 2.0 joins the box, with the latest generation El Primero engine and a black ceramic bezel. The watchmaker states the Chronomaster is a modern incarnation of the caliber.



[View this post on Instagram](#)

#ElPrimerDay: A selection of the best post of July's edition. On the first day of every month, share a photo of a watch with an El Primero movement, and we will repost the best ones. #Zenith #ZenithWatches #watches #chronograph #watchoftheday #WatchesOfInstagram #montres #uhren #relojes #oroloji

A post shared by Zenith Watches (@zenithwatches) on Jul 1, 2019 at 6:27pm PDT

Instagram post from Zenith

The final model in the box is the Defy El Primero 21, featured in a 44-millimeter casing. The timepiece facilitates 360,000 vibrations per hour for 1/100th of a second timing.

As it releases the box set, Zenith will be hosting what it is calling "El Primero Day" on social media. The watchmaker is hoping that fans will post their own photos of their El Primero timepieces with the hashtag #ElPrimerDay.

Zenith will assemble a collection of the user-generated photos on its own official Instagram.

The watchmaker demonstrated its Swiss savoir-faire in a point of sale in Paris' Place Vendme in 2017.

Zenith selected Place Vendme as the home for its pop-up due to the relationship the Parisian plaza has with high-jewelry and watchmaking, with many of its peers, such as Chaumet and Boucheron, operating flagships nearby. A pop-up strategy is an ideal method for a brand to gain exposure in an immersive way ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.