

WATCHES AND JEWELRY

## Zenith inspires with diverse stories of female empowerment

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*Precious Adams is an American professional ballerina. Image credit: Zenith*

By NORA HOWE

Swiss watchmaker Zenith is highlighting visionary, independent women to support a special collection of timepieces.

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Zenith initially introduced the "Dreamhers" concept at the beginning of 2020 when it released its first collection exclusively for women. Now, the brand aims to express the modern femininity of the versatile collection in a campaign shining light on relatable, yet accomplished, women who have paved their own paths and inspire others to do the same.

### Dreamhers

The first of the four women to be featured in the new chapter of the campaign is Airi Hatakeyama, a Japanese rhythmic gymnast-turned TV personality. Ms. Hatakeyama represented Japan at the 2012 Olympics in London when she was only 17 years old.

After achieving her goals as an athlete, Ms. Hatakeyama began pursuing a new goal and has since become a beloved TV personality on Japan's most popular sports channel.

The second woman Zenith features is Spanish architect and painter Teresa J. Cuevas. She has left a lasting mark in the world of architecture and design and expresses herself through abstract art.

At a crossroads in her career, Ms. Cuevas made a decision to pursue her passion for art fully and has poured her energy into painting, using her platform as a means to express a message of simplicity, light and peace.

Song Jia is the third woman represented in the empowering campaign and has dreamt of becoming a great actor since she was young. Ms. Jia has become one of the most accomplished and inspirational actors of her generation in China.

Ms. Jia uses her vast success as a platform to spread awareness for environmental issues. As an ambassador of the United Nations Environment Program, Ms. Jia promotes sustainability to a younger demographic and advocates the preservation of Chinese wildlife through the WWF's Earth Hour Campaign.



*Teresa J. Cuevas is an accomplished architect and abstract painter. Image credit: Zenith*

The fourth and final young woman to be featured is American ballet dancer Precious Adams who is recognized as one of the preeminent stars in the world of classical dance. At the peak of her career, Ms. Adams is a member of the renowned English National Ballet company.

Ms. Adams is a vocal champion of diversity and inclusiveness, passionately working towards bringing about lasting change to the art form she has dedicated her life to learning.

#### Inclusive luxury

Brands have been moving towards inclusivity within products and business structures for the past few years and have only accelerated inclusivity efforts in response to the events of this year.

Fenty Beauty's entry into the cosmetics arena in 2017 shed light on a lack of merchandise diversity for complexion products. The line of color cosmetics, including a staggering 40 shades of foundation, was developed in partnership with LVMH-owned Kendo.

The mission for Fenty Beauty was to create beauty products for hard-to-match skin tones "so that women everywhere would be included," after founder Rihanna found it difficult to find products for her complexion ([see story](#)).

According to a recent report from [Spark Ideas](#), consumer mindsets and purchasing behaviors have shifted due to heightened health risk, political tension and global unrest. The report looks at women are feeling in this new chapter of the pandemic, how social issues have affected their views of luxury and how they have engaged with ecommerce initiatives.

The female luxury buyer craves concrete action from brands not just surface-level social and environmental advocacy. Buyers want to see brands championing talent of BIPOC in leadership positions and adjusting production strategies that align with sustainability efforts ([see story](#)).