

WATCHES AND JEWELRY

## Zenith drafts football star Aaron Rodgers as brand ambassador

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*NFL quarterback Aaron Rodgers is the new face for Zenith in North America. Image credit: Zenith*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Zenith has named future Hall of Fame quarterback Aaron Rodgers as the brand's new face in North America.

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One of the best players in the National Football League, Mr. Rodgers exemplifies the watchmaker's ethos of "reaching your star" by reaching the apex of his sport. Luxury watch brands often enlist athletes as ambassadors because of their reputations for elite performance and precision in their respective games.

"I couldn't be more thrilled to join Zenith as its ambassador," Mr. Rodgers said in a statement. "I love how this brand is always pushing boundaries and literally building the future of watchmaking."

"What really moved me with Zenith is how they're always working to inspire young men and women to go out there to reach for the stars and turn their dreams into reality," he said.

**Peak performance**

To celebrate the new relationship, Mr. Rodgers appears in a short film for Zenith.

Mr. Rodgers is seen in drawing up plays in the locker room and on the football field, as he explains in a voiceover how he learned to visualize game scenarios. He learned the technique as a young player, and still uses it as a professional.

The Green Bay Packers' quarterback also discusses the importance of mental strength on the field, and how it is important to quiet your mind to remain in control.

Mr. Rodgers is also seen lifting weights, meditating, jump roping and doing yoga. This highlights the different ways he remains in peak physical and mental shape.

*Aaron Rodgers shares how he keeps performing at an elite level*

"Aaron Rodgers is undoubtedly a name that will go down in sports history for fundamentally changing the game of football," said Julien Tornare, CEO of Zenith, in a statement. "His focus, determination and relentless ambition to

always outdo himself and lead his team to spectacular victories have made him someone to admire and look up to.

"Aaron has reached his star, and changed the game while doing it, but remains incredibly humble and charming when he's off the field," he said. "On behalf of Zenith, I'm honored to welcome Aaron Rodgers as our new brand ambassador."

In the campaign film, Mr. Rodgers wears the new Chronomaster Sport from Zenith. The timepiece features a new watch movement, the El Primero 3600.

The campaign and watch debuts are part of LVMH's second annual Watch Week.

In an effort to continue driving innovation, LVMH watchmaking brands Bulgari, Hublot and Zenith will showcase new offerings and distinctive philosophies through Jan. 29. The week-long digital event launched on Jan. 25 with an introduction from brand CEOs, including Mr. Tornare, who shared their brands' strategies and new exclusive timepieces ([see story](#)).

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