

WATCHES AND JEWELRY

Zenith launches exclusive, vintage timepiece collection

May 3, 2021



Zenith unveils the second set of its Icons collection. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Swiss watchmaker Zenith is introducing its latest collection of vintage watches, Zenith Icons.

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Zenith Icons is a curated collection of rare and highly sought-after vintage Zenith watches from the 1960s and 1970s that have been sourced, restored and certified by the manufacturer in Switzerland. With the collection, Zenith aims to give watch enthusiasts a chance to own a piece of the brand's history.

"This is an exciting new chapter for Zenith's legacy, and I'm extremely proud of the teams at the Zenith manufacturer for taking on this initiative," said Julien Tornare, CEO of [Zenith](#), in a statement. "We are bridging the past with the future by celebrating Zenith's rich history and the references that have become true icons of watchmaking.

"These rare pieces can now embark on a second life using existing resources at the Manufacture, and I'm really excited to share these pieces of history with our customers."

Zenith Icons

The concept for the collection began with a curated selection of Zenith's most well-preserved watches. When a watch that appears to be in excellent condition is found, the brand's heritage department conducts research to ensure that all the parts are genuine and coherent.



Julien Tomare has been the CEO of Swiss watchmaker Zenith since 2017. Image courtesy of Zenith

The manufacturer then purchases the watch, and the heritage department and its restoration workshops establish the specifications for its restoration, in accordance with standard practice.

To respect its heritage, Zenith keeps the original components and materials as long as the function is preserved. For components requiring replacement, it uses historical spare parts from its stock of original supplies.

Ultimately, a passport, registered in the archives of the watchmaker's historical department, is issued and printed in a single copy. It is completed by hand by the heritage department and signed by the watchmaker in charge of its restoration.

To complete the experience, the watches are delivered in a blue leather case, inspired by those that Zenith used in the past.

In an interview with *Luxury Daily* last month, Mr. Tomare described the Zenith Icon program as a way to show and tell everyone that Zenith has repaired every watch since 1865. He explained that, through this program, Zenith makes a commitment to its consumers that they are restoring, repairing and doing whatever is necessary to keep the watches alive ([see story](#)).

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