

WATCHES AND JEWELRY

Zenith brings Le Monde Etoil to Tokyo

December 14, 2021



Zenith captures the essence of watchmaking through Tokyo exhibit. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned watchmaker Zenith is celebrating three years of its Le Monde Etoil experience with the latest stop of its traveling "A Star Through Time" exhibition in Tokyo.

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"A Star Through Time" recounts the history of Zenith and the figures who made the Swiss watchmaker what it is today. With a virtual tour of the exhibition available on the Zenith [website](#), guests from around the world may experience the interactive, immersive exhibition.

Zenith in Tokyo

The experience begins with a visual tour of the town of Locle, home to the Zenith Manufacture, narrated by actor and brand ambassador Ryoma Takeuchi.

This introduction is followed by a 360-degree film that recreates the walled-off attic where Charles Vermot famously hid the tools and plans used to craft the El Primero movement at a time when quartz movements threatened to decimate mechanical watchmaking.



The exhibit provides an immersive look at the brand's history. Image credit: LVMH

Another segment honors the Chronomaster Sport, one of Zenith's well-known chronographs.

The exhibition also tells the stories of "Zenith Heroes." Their stories are recounted in a series of original drawings and illustrations by artist Maaya Wakasugi, who blends traditional Japanese calligraphy with his own contemporary style.

A series of events in conjunction with the exhibition in Tokyo included a talk show honoring women hosted by friend of the brand and media personality Airi Hatakeyama and a weekend Watch Clinic with panel discussions hosted by editor in chief of Women's Wear Daily Japan Kaname Murakami.

Last year, Ms. Hatakeyama was featured in a chapter of Zenith's "Dreamers" campaign, which highlighted visionary, independent women to support a special collection of timepieces.

The brand has been shifting its focus toward modern femininity, celebrating women who have paved their own paths and inspiring others to do the same ([see story](#)).

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