

WATCHES AND JEWELRY

## Zenith partners with Nona Source in upcycling initiative

February 28, 2022



*Zenith pushes circularity with overstock material project. Image credit: LVMH*

---

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer Zenith has announced a new project in collaboration with sustainable textile startup Nona Source to use excess fabric from the company's brands for watch straps.

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

This partnership with Nona Source is part of Zenith's ongoing effort to reduce its environmental impact without compromising the quality and desirability of its renowned products. Incubated by LVMH's DARE program, Nona Source is an online resale platform that gives new life to deadstock luxury fabrics.

Zenith x Nona

Straps for Zenith's "Defy Midnight" collection have been crafted using fabrics available from Nona Source, giving a high-fashion edge to the emblematic watches.

These pieces are designed exclusively for women and feature an innovative quick-strap-change system mechanism on the case back, making it easy for consumers to switch up their looks.



*The project will produce seven different straps using materials from LVMH's houses. Image credit: LVMH*

Seven handmade straps will be available in different colored and textured fabrics with rubber backing: vanilla-white moleskin woven cotton, blue silk and wool Mikado, sage-green washed crepe, sandy-beige poly-viscose canvas, pink denim, vibrant yellow tricotine and cream curly mohair.

With a digital mindset in place, each listing on Nona Source includes high-quality, close-up imagery; displays on mannequins to demonstrate fall and drape and videos that capture the touch-and-feel experience of fabric and leather sourcing. No cutting or sampling is available ([see story](#)).

With this project, Zenith hopes to enter a new era of watchmaking one that keeps people and the planet top of mind. It also serves to further LVMH's Life 360 strategy, which focuses heavily on a circular economy.

---

© 2022 Napean LLC. All rights reserved.

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