

WATCHES AND JEWELRY

Zenith honors contributions to chronograph complication with new exhibit

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The Zenith Chronomaster Sport combines codes of past chronographs to create something new and sleek. Image credit: Zenith

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer Zenith is launching an immersive popup in New York, celebrating its contributions to the evolution of the chronograph.

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"Masters of Chronograph" will be open to consumers at Phillips auction house, an invitation to experience the intricacies of the world of watchmaking. From June 15 to 17, the popup will host several activities including a watch clinic, special product presentations and a historical tour of the exhibit.

"Zenith's iconic El Primero chronograph movement has played a critical role in the evolution of the complication for over 50 years," said Julien Tornare, CEO of [Zenith](#), in a statement.

"We are thrilled to present an exhibition that captures its fascinating history and are honored to host it at the legendary Phillips auction house, which plays a pivotal role in preserving and sharing the art of horology with the world."

Masters of Chronographs

A chronograph is designed as a complication that can be used as a stopwatch combined with a display watch.

Zenith has worked for several decades in fostering the evolution of the chronograph complication.



The popup will be held at Phillips in New York. Image courtesy of Zenith

Two months ago, Zenith unveiled its 360-degree "Master of Chronographs" platform at the Watches and Wonders event in Geneva.

The experience and popup scheduled for later this month will illustrate Zenith's pivotal role in fostering the complication.

The popup is both a historical and immersive experience, with disparate events celebrating the artistic, scientific and historical aspects of the chronograph movements in the watchmaking industry.

Consumers can register for the popup at https://www.zenith-watches.com/en_us/brand/new-york-popup.

Zenith's take on chronographs has been expansive and unique.

Earlier this year, Zenith unveiled its third and final limited-edition timepiece inspired by the anime series Lupin The Third.

Limited to 250 units, the Chronomaster Revival Lupin The Third Final Edition features two dials that combine all the elements from both chronographs depicted in the first and last episodes of Lupin The Third's first season. The watch retailed for \$10,000 ([see story](#)).

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