

WATCHES AND JEWELRY

Zenith, Hodinkee drop newest limited edition

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This timepiece is the first limited style in the Chronomaster Original line. Image courtesy of Zenith

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer [Zenith](#) and watch platform [Hodinkee](#) are working together to usher in a new iteration of a classic.

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The Zenith Chronomaster Original Limited Edition for Hodinkee is a reinterpretation of a modern chronograph with unique shades of color. A reimagining of the Zenith El Primero, the new watch melds a 1960s aesthetic with the powerful El Primero 3600 automatic caliber.

The first

This timepiece is the first limited style in the Chronomaster Original line.

The inaugural "El Primero" caliber, released in 1969, was momentous for the watch industry, with the powerhouse packing a punch and its title literally translated to mean "the first."



This collaborative timepiece is exclusively available on the Hodinkee website and Zenith online boutiques. Image courtesy of Zenith

Zenith has clung to the innovative ethos of El Primero for more than 50 years, building off El Primero's subtle and well-proportioned case. As the design has evolved into an even more subtle and comfortable offering, it reflects the watchmaker's constant and thoughtful engineering.

The Zenith Chronomaster Original Limited Edition for Hodinkee further illustrates Zenith's commitment to innovation and improvement. The piece showcases seamless ergonomics, tri-color registers and a melding of tradition and modernity.

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The Zenith Chronomaster Original Limited Edition is available as a 300-piece limited edition offering with the watch selling for \$9,500.

Often honoring its heritage, Zenith launched an immersive popup in New York last month, celebrating its contributions to the evolution of the chronograph.

"Masters of Chronograph" was 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 hosted several activities including a watch clinic, special product presentations and a historical tour of the exhibit ([see story](#)).

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