

JEWELRY

## Zenith goes philanthropic for fall with charitable timepiece

September 16, 2022



*An image of Zenith's Chronomaster Original Pink. Image courtesy of Zenith*

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Zenith** has announced an exciting new partnership with the world's largest breast cancer charity, Susan G. Komen for the Cure.

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This collaboration, which was announced on Sept. 16, has yielded a special-edition piece to support the fight to end breast cancer. The Chronomaster Original Pink sports Susan G. Komen's trademark rose colored hue and will raise important funds to support women's healthcare and increase access to lifesaving care.

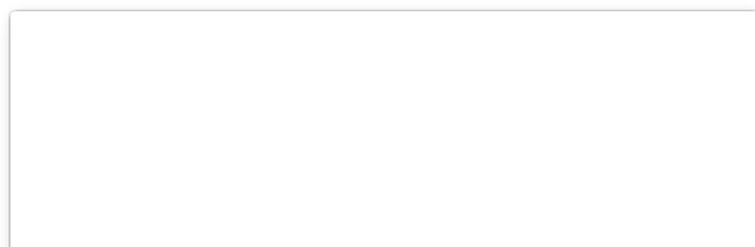
"Zenith has been an incredible advocate and supporter for the breast cancer community for many years, and when two organizations come together under one shared mission, we can truly be unstoppable," said Paula Schneider, CEO and president of Susan G. Komen.

"With Zenith's partnership, creating a world without breast cancer becomes a more achievable reality every day, and we're beyond grateful for their support."

Time is running out

The Chronomaster Original Pink will only be available during Breast Cancer Awareness Month in October. The watch will also be exclusively sold from Zenith's physical and online boutiques around the world.

Twenty percent of the proceeds from the sale of the Chronomaster Original Pink will directly be donated to Susan G. Komen, supporting its efforts to make a positive impact on their community by allowing patients everywhere to live healthier and more elongated lives.



[View this post on Instagram](#)

A post shared by Susan G. Komen (@susangkomen)

*An infographic on breast cancer from Susan G. Women*

On Sunday, October 2, Zenith will join Susan G. Komenn during the 2022 Komen Greater NYC Race for the Cure, where the Swiss watch purveyor will take on the role of timekeeper and will have its team members and clients taking part in the race.

Zenith has been hard at work in regard to collaboration and recently dropped a separate limited edition timepiece with watch platform Hodinkee ([see story](#)).

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