

WATCHES AND JEWELRY

## Zenith, Felipe Pantone unveil contemporary art timepiece collaboration

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Zenith's collaboration with artist Felipe Pantone will produce a limited edition of 100 watches. Image credit: Zenith Watches

By LUXURY DAILY NEWS SERVICE

Contemporary art meets the time-honored tradition of Swiss watchmaking in Zenith's latest artist collaboration with Felipe Pantone.

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The DEFY Extreme Felipe Pantone was created by the artist with the watchmaker at Zenith's headquarters in Le Locle, Switzerland, pushing the boundaries of the selected materials and scale of the timepiece.

"Once again, I'm ultra-happy to announce a new collaboration with the Swiss horology masters at Zenith," Mr. Pantone said in a statement. "The watch is full of incredible details, possible after a long year collaborating back-to-back with the team at Le Locle."

Time to shine

The Argentine-Spanish artist, known for kinetic art, multimedia optics, installations and his use of bold colors and patterns, has teamed up with Zenith on several projects recently, including a piece for the Only Watch 2021 charity auction that broke the record for a Zenith watch sold at auction.

The DEFY Extreme was inspired by the Valencia, Spain-based Mr. Pantone's *Planned Iridescence* series, which combined elements of color, metallics and shapes to create optical illusions.

The artist challenged **Zenith**, founded in 1865, to mimic these optical illusions in its new timepiece.

The case of the DEFY Extreme is made entirely of mirror-polished stainless steel with faceted lines and a bezel of translucent blue yttrium aluminosilicate (YAS), a type of crystal synthetic sapphire.

Turning the dial at a certain angle reveals a rainbow of color and geometric patterns made using an innovative physiochemical micro-engraving process to give the YAS an iridescent effect.

The hands and movement sport a gradient of colors, thanks to a special three-dimensional technique each piece slightly unique.

The watch comes with a translucent blue silicone rubber strap, swappable for polished steel or black.

The limited edition of 100 pieces will be available beginning Oct. 27 for \$30,000 apiece.

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