

JEWELRY

## Zenith opens applications for third edition of DreamHers mentorship program

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*In addition to her record on the track, professional racing driver Catie Munnings has a track record of encouraging young women to follow her into the male-dominated racing world. Image credit: Zenith*

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Zenith** is aiming to make three new dreams come true.

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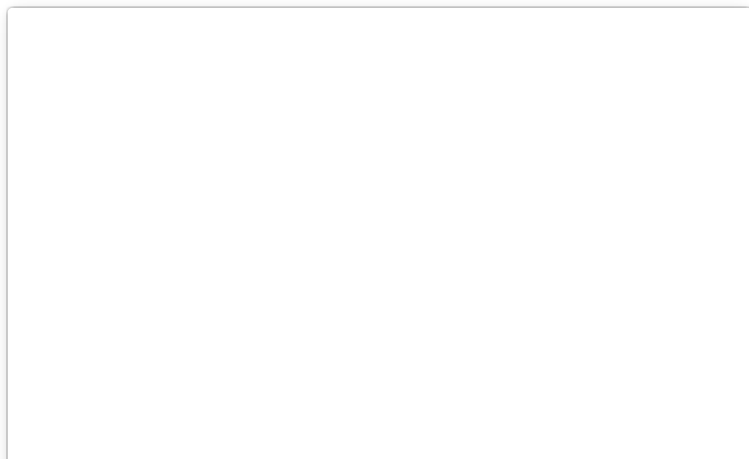
The brand is launching the third iteration of its DreamHers mentorship program, wherein three young aspirants will be partnered with three accomplished women at the top of their respective fields.

Mentors will provide one-on-one guidance and coaching, empowering their mentees to reach for their own dreams.

Watch her shine

This mentoring program, part of Zenith's Horizon Social Responsibility initiative, is an extension of the DreamHers campaign concept.

The name first appeared at the beginning of 2020 on the collection of watches that the brand created exclusively for women. Later that year, the brand created a campaign around the collection that featured accomplished women describing their paths to success and encouraging others to succeed in kind ([see story](#)).



[View this post on Instagram](#)

A post shared by Zenith Watches (@zenithwatches)

Now the brand is inviting three of those women to bring that encouragement directly to their younger counterparts. This year's mentors come from the racing, tennis and classical music worlds.

Anett Kontaveit, who made her own appearance in the DreamHer collection campaign last fall ([see story](#)), is currently the highest ranked Estonian tennis player in history, the number two ranked player in the world by the Women's Tennis Association and was a competitor in the 2020 Tokyo Olympic Games. She cites her mother as her role model and believes passion and persistence are most important to success.

During her 15 years of musical education, classical violinist Esther Abrami claims she never played a single piece by a female composer, nor played in an orchestra conducted by a woman.

In response, she recorded an album full of female-scribed music and founded the podcast *Women in Classical*, where she discusses the challenges of being a woman in her industry. She plans to teach her mentee the importance of staying true to oneself and one's values.

Catie Munnings is a professional rally racing driver who will compete in this year's Extreme E championship. She, too, emphasizes the importance of being true to oneself, as tempting as it is for young people to emulate everything about a role model in an effort to experience the same success.

In addition to her role with Zenith, Ms. Munnings works with a series of organizations and schools, encouraging young women to get involved in motorsport.

Applications for the three available mentee spots will be accepted beginning on March 15 and through April 30. More information about the program can be found [here](#).

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