

JEWELRY

# Zenith supports Breast Cancer Awareness Month with limited-edition watch release

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Limited to 500 units, the Chronomaster Sport Pink was released in time for Breast Cancer Awareness Month. Image credit: LVMH/ARR

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By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer Zenith is rounding out an annual observance with one last charitable push.

Launched in October, a brand classic has arrived in a new colorway to support the work of the Susan G. Komen Foundation. Proceeds from each watch sale will go to the U.S. nonprofit. With the release of the limited-edition Chronomaster Sport Pink, Zenith aims to improve breast cancer awareness, additionally funding research focused on finding a cure.

"The Chronomaster Sport is definitely our most emblematic modern El Primero chronograph today, and I'm so happy to see it serve as a vessel to promote the fight against breast cancer and raise awareness," said Julien Tornare, CEO of Zenith, in a statement.

"Susan G. Komen is doing an incredible job making a difference for women across the world, and Zenith is proud and humbled to support their efforts."

## Raising awareness

At 41mm, the Zenith-designed steel timepiece's most distinctive feature is instantly recognizable, as units display a bright pink metallic face.

Priced at \$11,500, proceeds from the line are to benefit the world's leading breast cancer organization.

Just 500 Chronomaster Sport Pink watches have been produced, available for order [online](#) and in-store. Additional philanthropic gestures back the retail drop.

October is [#BreastCancerAwarenessMonth](#), and ZENITH is once again reaffirming its support for [@susangkomen](#). ZENITH will continue its fight against [#BreastCancer](#) with a new limited-edition timepiece, which will be released very soon. [#ZenithWatches #Zenith #CancerAwareness pic.twitter.com/yfPMCP5D79](#)

Zenith Watches (@ZenithWatches) [September 30, 2023](#)

Earlier this month, Zenith auctioned off a unique, diamond-set chronograph, committing 100 percent of the \$30,480 sale to Susan G. Komen.

A pink dial, tachymeter, date, bracelet and presentation box matched the theme of the overarching collection.

For years, Zenith has championed the cause on behalf of a growing consumer base, originally introducing the Chronomaster Sport Pink in October 2022 ([see story](#)).

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