

JEWELRY

Zenith enlists skier as ambassador

March 25, 2024



The 38-year-old athlete specializes in freestyle downhill skiing. Image courtesy of Zenith

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer Zenith is bolstering its stable of representatives.

French professional freestyle skier Richard Permin is the horology label's newest "Friend of the brand." For the first action as a partner, he sports the Chronomaster Sport Titanium, the maison's latest timepiece.

"Zenith has always been about pushing the boundaries of what is possible," said Benoit de Clerck, CEO of [Zenith](#), in a statement.

"Richard Permin embodies the spirit of daringness and determination that also drives us, as well as the pursuit of performance and precision symbolized by his Chronomaster Sport Titanium," Mr. de Clerck said. "We are extremely thrilled to welcome him on board as one of our dear Friends of the Brand' and look forward to his next adventures!"

Reaching the summit

Through the partnership, Zenith is aiming to extend its reach into extreme sports.

Mr. Permin has a large audience on social media, with 111,000 followers on Instagram, bringing a potentially new consumer base into the fold for Zenith.

The 38-year-old athlete has also expanded his talents into filmmaking in recent years, recording and uploading a selection of his free-ride ski sessions as short films onto his [YouTube channel](#); through this the brand states that he upholds their mantra of "Time to Reach Your Star."



Mr. Permin's latest video is titled "Odysseus." Image courtesy of Zenith

"Precision in my movements and in my preparation when I want to take on new skiing challenges is a prerequisite for doing a good job and having fun at the same time," said Mr. Permin, in a statement

"Zenith's meticulous approach to product design is a good match for the rigor I use in preparing my performance projects on skis," he said. "The creative and aesthetic side appeals to me enormously, so I felt perfectly at ease with the idea of becoming a Friend of the Brand' at Zenith."

His appointment follows a series of similar actions by other luxury maisons, as athletes take center stage ahead of the 2024 Olympic games in Paris ([see story](#)).

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