



## BACK TO HAVANA: ZENITH CELEBRATES THE 55<sup>TH</sup> ANNIVERSARY OF COHIBA CIGARS WITH A SPECIAL CHRONOMASTER OPEN

From Havana to Le Locle and all over the world, cigar aficionados are celebrating 2021 as the 55<sup>th</sup> anniversary of one of the most distinguished and revered Cuban cigar makers, Cohiba. Now marking its fifth year of collaboration with Habanos and the sixth special edition with Cohiba, Zenith is joining the celebration with a delectable and highly exclusive commemorative edition of the Chronomaster Open.

Born from the shared pursuit of excellence through precision, authenticity and tradition, Zenith and Cohiba are marking a new milestone in their partnership tailored for those who seek out precious moments to indulge and savour the work of artisans.

Right on time for Habanos World Days, a three-day online event whose program is similar to the traditional on-location festival organized for over 20 years in Havana consisting of thematic conferences, virtual tours of cigar factories and the Habanos World Challenge competition testing the knowledge of avid cigar lovers, Zenith is joining Cohiba in celebrating its 55<sup>th</sup> anniversary with a special commemorative limited edition watch.

Zenith has reimagined its emblematic Chronomaster Open in a manner that immediately evokes Cohiba's unique aesthetic. Taking on the striking design codes of the packaging and paper bands that wrap each of its entirely hand-rolled and exquisitely blended cigars, the dial of the Chronomaster Open Cohiba 55<sup>th</sup> anniversary edition is done in the distinct saffron-yellow tone and white on black checkered motif. A yellow chronograph seconds hand with a star-shaped counterweight completes the look, while the black alligator leather strap harmoniously accentuates the checkered pattern of the dial.

Limited to just 55 pieces, the Chronomaster Open Cohiba 55<sup>th</sup> anniversary edition is completed with a special display back with the special Cohiba 55 logo printed on the interior side of the sapphire crystal. To enjoy the full epicurean experience, each watch will come with a set of 5 special Cohiba cigars presented in an exclusive cobranded porcelain jar.

The Chronomaster Cohiba 55<sup>th</sup> anniversary edition will be available exclusively at Zenith boutiques and select retailers around the world from October 2021.



## CHRONOMASTER OPEN COHIBA 55<sup>TH</sup> ANNIVERSARY EDITION

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**Key points:** Tribute to our Partnership with COHIBA, celebrating the 5<sup>th</sup> year of the partnership with Habanos and 55<sup>th</sup> anniversary of Cohiba. Automatic El Primero column-wheel chronograph movement. Opening revealing the legendary beating heart of the El Primero movement. Silicon escape-wheel and lever. COSC-certified movement. Limited edition of 55 units.

**Movement :** El Primero El Primero 4061 automatic

**Frequency:** 36000 VpH (5 Hz)

**Power-reserve :** min. 50 hours

**Functions :** Hours and minutes in the centre. Small seconds at 9 o'clock, Chronograph: Central chronograph hand, 12-hour counter at 6 o'clock, 30-minute counter at 3 o'clock

**Price :** 9900 CHF

**Diameter:** 42 mm

**Material:** Stainless steel

**Water-resistance:** 10 ATM

**Dial:** Open dial. Brown and yellow, bearing special COHIBA decorations

**Hour-markers:** Rhodium-plated, faceted and coated with SuperLuminova SLN C1

**Hands:** Rhodium-plated or blued, faceted and coated with SuperLuminova SLN C1

**Bracelet & buckle :** Black alligator leather strap with protective rubber lining. Steel Folding Buckle.

