

# Dolled Up

## Zenith's flamboyant Thierry Nataf has plenty to say about his new baby

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With female spending-power the one certain area of growth in a field of ambiguous economic projections, even the most resolutely male of watch companies have developed female collections. Under LVMH, Zenith have never been content to remain wallflowers in this particular dance.

A playful alternative to its big sister, the Chronomaster Star, the Baby Star is a far simpler, non-chrono affair, driven by the new Elite 67 movement, but retaining the Star's voluptuous curves and bulbous numerals scattered about the dial. What is more, the Star's striking palette gets a new lease of life thanks to a removable wristband. As well as broadening the canvass, this *du jour* accessory transforms the dainty strap into something rather 'punk' – reflected by the two trends in which Zenith has positioned the Baby Star: 'Glam Rock' and 'Baby Doll'. From the lavish press packs and pretty girls, it is clear that Zenith is putting the moves on a racy demographic.

Zenith's approach is masterminded by the ever-loquacious Thierry Nataf. Expressing his interests in his target's 'personality' and style, Nataf told QP that "the Baby range encompasses the three sides of a woman: glamorous, natural and strong. In the same way that women can play with men's tailoring and wear a suit sexily, I wanted to project strength in my collection. The Baby Star has elements of the Star but is more refined, with a plain strength and attitude. The strong character of the watch is reflected in the cuff, which can be bold and strong in its normal state, but refined and feminine when worn as a slim strap."



### And the colours?

"The pinks, greens and baby blues are the innocent side of a woman, like a butterfly; you feel you want to take care of her... with the black Glam Rock side, the collection has more attitude... a wild spirit, which the wearer can feel on her more confident days."

The Baby Star is not a technical evolution of the Star, unlike this year's 'Star Open' – the trademark dial window reformed to a frivolous heart shape, revealing the El Primero movement whizzing away beneath. However, Nataf is keen to highlight the bond between all three: "The Star was a wonderful creation marrying watchmaking expertise, which has since developed into the Baby Star and Star Open; a fashion spirit which reflects delicate proportions and feelings.

"Women are the stars of my life. That is why I called it the Star collection. In every woman's eyes I see stars and thus I translated the eyes of a woman to the design on my watch. The almond shape of the eye is mirrored in the case and the dancing numerals come from the way a woman moves, the way she walks. To compliment the dancing I love to use a woman's best friend – diamonds. The diamonds on the case are the eyelashes and the shine and softness of the strap are the softness of a woman."

Nataf's pursuit of the fairer sex is nothing if not dedicated and focused. It can only be hoped that his ardour is reciprocated... ○

Further information: Zenith UK, Tel: 020 7371 6160, [www.zenith-watches.com](http://www.zenith-watches.com)

The sunray guilloché dials of the Baby Star shimmer in a matching colour to their strap and removable cuff. The silver and pink models here feature diamonds – placed on the bezel according to the 'visionary' gem-setting technique known as 'sertissage regard' (£3,450; £1,995 without diamonds)

