



## **ZWIFT AND BRAVUR'S FIRST COLLABORATIVE WATCH KEEPS TIME WITH CYCLING CULTURE**

Celebrating a love of cycling, this collaboration is limited to just 100 individually numbered pieces

Bravur, the Swedish watchmaker born from cycling, and Zwift have collaborated on a limited edition of 100 individually numbered watches, loaded with easter egg details that nod to cycling culture, each delivered in a brown vegetable-tanned leather cycling bag reminiscent of the monuments and tours of cycling's greatest races.

The story starts where most good stories do, with two groups of riders who refused to stop. Zwift's CEO and Co-Founder Eric Min began cycling in New York City as a young rider and when deep into a career on Wall Street, found himself training indoors. Zwift was Min's answer to bring back the spontaneous competition and camaraderie he found in Central Park no matter where or when any cyclist was riding. Bravur's founders, Magnus and

Johan, were racing against each other in Sweden in the 1990s. Competitors on the road, eventually collaborators in business, they brought industrial design backgrounds to a shared obsession with the sport. That foundation continues to shape Bravur today, with cycling serving as a design language.

When two companies built from the same starting point meet, a limited-edition watch is the natural outcome, with sharp design details and a liberal dose of fun.



Quantities limited to 100 pieces with each individually numbered. No reissue of this product is planned.

### **THE WATCH IN DETAIL**

The Bravur x Zwift watch packs in more references per square millimeter than any Bravur has produced before, with a big dose of fun. The black dial compresses a Zwift session into 37mm of lacquer and sapphire, with easter egg details that reward the rider who knows what they're looking at:

- **Zwift Logo.** Positioned at 12 o'clock, anchoring the dial.

- **Feather Power-Up Index.** Zwift's feather icon, the in-game power-up that makes you lighter and faster uphill
- **Lightning Bolt.** Signifying watts, because everything in cycling ultimately comes down to power output.
- **Lava Texture.** The central dial surface is textured after Zwift's volcanic lava world, framed by an outer, snailed hour track with applied indexes.
- **Lume Ring.** The luminous ring around the dial centre references the glowing wheels of the iconic Zwift Concept Z1 Bike, earned after riding a cumulative 50,000m/150,000 ft. of elevation.
- **Orange Seconds Hand.** The seconds hand runs in signature Zwift orange, making it the most animated element on the dial.
- **Ride On.** Zwift's thumbs up, the equivalent of a wave or a nod, used between riders and inscribed on the caseback alongside the Zwift pattern and each watch's individual number.
- **Designed in Watopia.** A small orange logo with an IYKYK reference to Zwift's main riding world that will delight anyone who has ever raced through it.
- **Racing Track Minute Scale.** Consistent with the Grand Tour series, the minute track references the finish line and the racing circuit through a castellated pattern on the rehaut.



Crafted from 316L stainless steel, the case measures 37mm and features a screw-down crown, with a depth rating of 100 meters/10 ATM. A sapphire crystal protects the intricate dial, and the watch is powered by Sellita's recently introduced Sellita SW200-2 automatic movement. Each watch is assembled in Båstad, Sweden, using the same approach as across the Bravur collection: Swiss movement, Swedish hands.

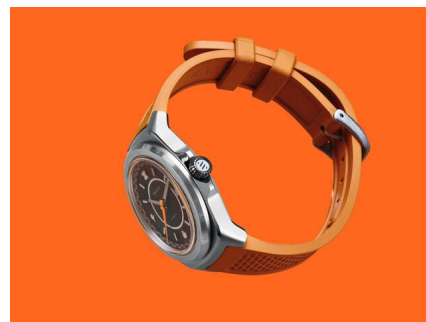
Hour indices at 3, 6, 9, and 12 are drawn from Zwift's visual identity and filled with Super-LumiNova. The watch ships with two black and orange straps on an 18mm lug width.

Packaging reflects the ethos: a brown vegetable-tanned leather cycling bag, the kind that actually gets used.



Pre-order opens 16 June 2026. Delivery begins June/July 2026. The watch is available in all markets via [bravurwatches.com](https://bravurwatches.com)

EUR 1,395 inc. VAT | GBP 1,0995 inc. VAT | USD 1,195 excl. tax







## **ABOUT ZWIFT**

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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