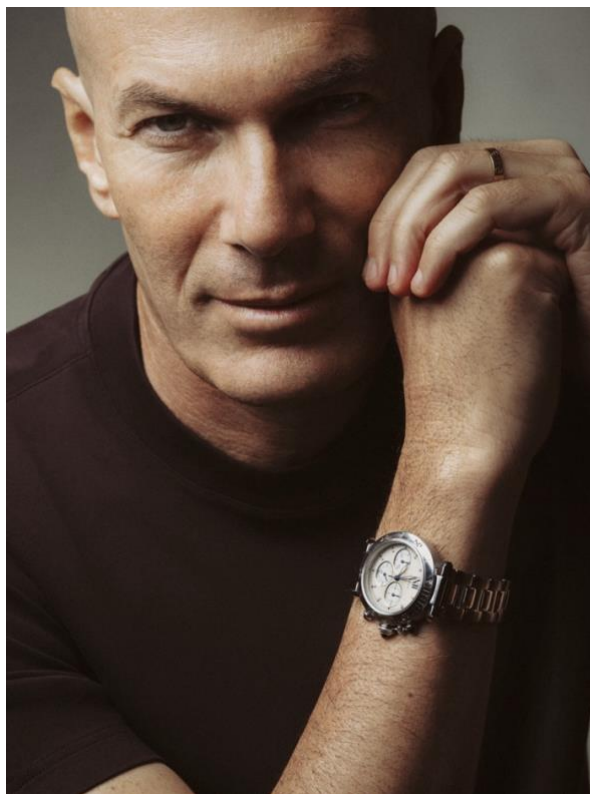




ZINEDINE ZIDANE'S FIRST EVER WATCH
TO GO UNDER THE HAMMER ON NOVEMBER 9
IN SUPPORT OF ELA INTERNATIONAL



Zinedine Zidane wearing his Cartier Pasha. This timepiece will be offered in Christie's Rare Watches auction on November 9, 2026, with proceeds benefiting ELA International. (Photo credit: Alex Teuscher).

PRESS RELEASE

Luxembourg, June 22, 2026 – [ELA International](#) (European Leukodystrophies Association) is pleased to announce the auction of Zinedine Zidane's first personal watch, a Cartier Pasha model, during the Rare Watches auction organised by Christie's on November 9, 2026, in Geneva. The sale will also host the charitable [Watches For ELA](#) auction, bringing together around twenty exceptional timepieces donated by leading watch brands and independent watchmakers. Proceeds from this sale will be donated to ELA International.

This Cartier Pasha was the first watch Zinedine Zidane purchased for himself at the beginning of his professional career with FC Girondins de Bordeaux, giving it a particularly symbolic place in his personal journey. An iconic Cartier model, the watch is distinguished by its bold design, stainless-steel bracelet and sapphire cabochon-set pushers, signature features of the collection. Having worn it for many years, Zidane has now made the emotional decision to part with it in support of the cause he has championed with unwavering commitment as a patron of ELA for more than 25 years.

Zinedine Zidane: *"This Cartier Pasha was the first watch I bought for myself with my first salary when I was playing in Bordeaux. I purchased it nearly thirty-five years ago, and it has remained with me ever since. When Guy told me about the 2026 auction, I felt that this watch, which is part of my personal story, could now help write a new chapter in support of ELA families. That is what truly matters, and I hope it will also hold special meaning for the person who acquires it."*

Guy Alba, President of ELA International : *"Watches for ELA is, above all, a collective endeavor, made possible through the commitment of the leading watchmaking houses, the support of Christie's teams, and the steadfast loyalty and generosity of Zinedine Zidane and François-Henri Pinault toward ELA. We would like to express our heartfelt thanks to the collectors and prospective buyers whose support brings tremendous hope to families affected by leukodystrophies."*

Rémi Guillemin, Head of Watches, Christie's Europe and Americas: *"We are delighted to host the second edition of Watches for ELA as part of our Rare Watches auction this coming November. The first section of the sale will bring together exceptional timepieces generously donated by both emerging and established watchmaking houses, all renowned for their creativity, dynamism and valuable support to ELA International. Another remarkable expression of support is the offering of Zinedine Zidane's Cartier Pasha wristwatch, worn by the football legend for many years. And, quite honestly, who wouldn't dream of becoming the next proud owner of a watch with such an extraordinary sporting provenance?"*

On November 9, Watches for ELA will showcase a curated selection of unique and exceptional timepieces, generously donated by some of the most creative and innovative names in contemporary watchmaking:

Alpina	Kerbedanz
Artya	Kollokium
Atelier Haute Complication	Konstantin Chaykin
Bucherer	Louis Erard
Bovet	Louis Moinet
Cédric Johner	Maurice Lacroix
Dennison	Mauron Musy
Felipe Pikullik	Montblanc
Frédérique Constant	Pequignet
Gerald Charles	Tissot

The timepieces will be unveiled to the public and collectors during a special exhibition hosted by Christie's in Geneva **from September 2 to 4**, alongside Geneva Watch Days. This presentation will be followed by an international world tour across Asia, the United States and Europe. The collection will then return to Geneva, where the watches will be exhibited at the Four Seasons Hotel des Bergues in the days leading up to the November 9 auction.

For further information, please visit the [Watches for ELA](#) website.

High-resolution images and an exclusive interview with Zinedine Zidane are available upon request.

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For further information, please visit the [Watches For ELA](#) website.

[High-resolution images here](#) and an exclusive video interview with Zinedine Zidane are available upon request.

About ELA

Founded in France in 1992 by Guy Alba and supported by its patron Zinedine Zidane, the European Leukodystrophies Association (ELA) brings together families committed to fighting leukodystrophies, a group of rare genetic diseases that destroy myelin, the protective sheath surrounding nerve fibres in the central nervous system. Each week in Europe, between 20 and 40 children are born with these devastating disorders, which progressively lead to the loss of sensory, motor and vital functions.

Today, ELA International brings together seven ELA associations across Europe - Belgium, France, Germany, Italy, Luxembourg, Spain and Switzerland - and supports a global network of researchers dedicated to advancing knowledge and treatments for leukodystrophies. Since its creation, thanks to the generosity of donors, ELA has funded 601 research programmes for a total amount of €51.9 million. As a result, ELA is the world's leading charitable funder of medical research into leukodystrophies.

About Christie's

This sale marks Christie's third collaboration with ELA, following the success of the charitable auction *Les Cœurs des Stars battent pour ELA* held in Paris in 2021 and the first edition of *Watches for ELA* in 2024.

Founded in 1766, Christie's is a world-leading art and luxury business, with a presence across the Americas, Europe, the Middle East and the Asia-Pacific region. Renowned for its expertise in both auctions and private sales, Christie's benefits from an unparalleled network of specialists, offering clients a comprehensive range of services on a global scale.

Christie's sales span more than 80 categories of art and luxury, with estimates ranging from \$500 to over \$100 million. The company is also committed to fostering a responsible culture throughout its business and within the communities it supports around the world.