

## Zaya Younan Named a True Legend in the Cigar Industry — Redefining Luxury, Innovation, and Global Recognition



**Bernex, Geneve Aug 20, 2025 ([Issuewire.com](https://www.issuewire.com))** - In just a few short years, Zaya Younan, Chairman & CEO of El Septimo Geneva, has cemented his place as a true legend in the cigar industry, transforming the brand into a global luxury leader recognized for unmatched innovation, craftsmanship, and bold creativity.

Since acquiring El Septimo in 2019, Younan has personally designed and blended over 30 new premium cigars in the last three years alone — more than any other cigar figure in the world. His collections, including the Emperor Collection, Sacred Arts, Culinary Art, King Sargon, and the Zaya Collection, have redefined what a premium cigar can be, combining world-class tobacco sourcing, 15-year fermentation techniques, and artistic storytelling in every release.

Independent luxury media have taken note. Robb Report has named El Septimo cigars among the “10 Best Cigars in the World” for three consecutive years — honoring Van Gogh (2023), Bordeaux (2024), and Vartan The Dragon (2025). Coverage in Cigar Aficionado, Cigar & Spirits, and luxury lifestyle

outlets has further established El Septimo as one of the fastest-growing premium cigar brands worldwide.

Younan's influence goes beyond blending. His over 2,000 global patents — more than anyone else in the cigar industry — span innovations from the world's first refrigerated ashtray and cold-smoking method for cigars to pioneering precision farming and Bordeaux-inspired fermentation techniques. These breakthroughs deliver cleaner, smoother, more flavorful cigars, setting new industry standards.

Under his leadership, El Septimo has expanded into luxury accessories with creations valued from \$5.5 million lighters to \$25 million Fabergé humidors, positioning the brand as the LVMH of the cigar world. On social media, El Septimo CEO is now one of the most followed and engaged cigar-related accounts globally.

"Our mission has always been to push the boundaries of what's possible in the cigar industry," says Younan. "We're not just making cigars — we're creating experiences that merge art, history, and luxury."

With his relentless pace of innovation, unprecedented recognition, and unmatched patent portfolio, Zaya Younan's name is now synonymous with excellence, making him one of the most influential and celebrated figures in the world of premium cigars.

### **About El Septimo Geneva**

El Septimo Geneva is the world's most luxurious premium cigar brand, renowned for its exclusive blends, long fermentation process, and innovative designs. Founded on a commitment to excellence, El Septimo integrates luxury, art, and science to produce the finest cigars and accessories for discerning enthusiasts worldwide.



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