



Bangkok, March 11th, 2013

## **Muay Thai hero steps foot in rings for real Hublot fans awaiting Pre-Basel Collection 2013**

Hublot, the Swiss luxury watchmaker, together with its exclusive partner in Thailand - PMT THE HOUR GLASS, dazzled the fans at Hublot Ringside Dinner, a memorable night that brought together Hublotistas in Thailand who gathered to witness the glory of over 40 of the finest timepieces which debuted at the party before being showcased at Basel World 2013:

Hublot Ringside Dinner took place on March 8 at Chamber Room, S31 Hotel. Apart from making a debut of the glamorous timepieces from Pre-Basel 2013 Collection, the night was also a welcome party for **Mr. Ricardo Guadalupe, CEO of Hublot**. The special guest depicting the highlight show of the night was Buakaw Banchamek, the most popular Thai fighter for Thai boxing known for his name, fame and glory. Not only in Thailand, but he is also very famous globally as the K-1 World Champion and Thai Fight 2011 and 2012 Champion.

Positioning itself as the luxury sport watch brand and the sponsor of many world-class sport events, Hublot reflected its genuine identity through sport. The event's theme, therefore, was Muay Thai, and there was a boxing ring in the event to go with the special guest of the night – Buakaw Banchamek. Known and loved for his unrivalled skills in Muay Thai, Buakaw surprised the fans with a full-scale Wai-Kru (paying respect to the teacher) ceremony, which is a rare treat. The beautiful movements awed the audience, both Thai and foreign, with their exquisiteness.

The party finished with a great show featuring timepieces from Pre-Basel 2013 Collection, worn by stunning international models. Each timepiece is the ultimate expression of lifestyle and the art of fusion.