

Action, precision, a great respect for tradition, the image conveyed by polo is perfectly aligned with the Hublot brand values

As Official Timekeeper of Coutts “*Polo at the Palace*”, one of the most exciting glamorous event in **Abu Dhabi**'s social calendar which took place right in the heart of the city on the 23rd and 24th of November, Hublot was very proud to support this unique weekend event combining high society, fashion and lifestyle with guests revelling in delight as the Sport of Kings showcased a tremendous two days of action!

Inspired by popular London event ‘*Polo in the Park*’ which has pioneered the city polo series by bringing the classic sport to a contemporary cosmopolitan audience and set amongst the stunning setting of the **Emirates Palace**, the game took place on the West Lawn in the Palace Gardens, whereby a custom-built polo field, one third smaller than a regular polo field, created the most spectacular of polo venues.

A steadfast supporter of Polo around the world, Hublot was proud and delighted to be associated with such a signature and anticipated event. In addition to its Official Timekeeper role, Hublot was also represented on the sport field by the Buenos Aires team. Hublot's sponsorship also involved presenting each of the members of the winning team with a beautifully crafted desk clock.

“The beauty of the horses, the amazing sportsmanship and the pleasure of a game which always enthral viewers worldwide; only a few sports combine the many essential symbols of our existence; therefore we are truly delighted to be part of the Coutts Polo at the Palace event” **said Ricardo Guadalupe, CEO of Hublot.**

About HUBLLOT, the exclusive story about “The Art of Fusion”

“Hublot? A different way to progress” say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces watches represent the symbols of a constantly evolving tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Formula One™, Ferrari, and the Hublot Polo Gold Cup in Gstaad, Hublot characterizes itself through the “Art of Fusion” concept, bringing tradition into the future “to continue to wow the world of watchmaking!”. Commercially, the network has rocketed and now boasts 800 approved retailers and 56 exclusive boutiques in the most prestigious of world addresses, Paris Place Vendôme, New York Madison Avenue, Ginza, Moscow, Beverly Hills, Abu Dhabi.

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