



## Events

HUBLOT BREAKS NEW GROUND WITH AN “ATELIER WATCH” TO KEEP PHYSICAL AND EMOTIONAL CONTACT WITH ITS CUSTOMERS.

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**Exceptional services in today’s world of fine watches: Hublot breaks new ground with an “Atelier watch” to keep physical and emotional contact with its customers.**

Luxury means care in every detail. And we know that where luxury is concerned, after sales service is a company’s visiting card. Now Hublot, already a pioneer in today’s world of fine watchmaking, is going one step further in customer relations with the launch of an “Atelier watch”, a watch provided to any customer who leaves his watch for a check-up, service or repair. This service is currently only available exclusively at Hublot boutiques - to date 49 boutiques worldwide - and as yet is not available in multi-brand outlets.

“The Hublot customer is an integral part of our Hublot family. While his personal watch is being taken care of, we will be very pleased to provide him with an "Atelier Watch". With this, he will remain both physically and emotionally connected to Hublot until his personal timepiece will be returned in perfect condition. We are very proud to have been able to roll out this concept in all Hublot’s boutiques worldwide, 49 of them to date, and in record time so as to be up and running for the return from the holidays” **declared Ricardo Guadalupe, Hublot’s CEO.**



This “Atelier watch” is a special model that is not for general sale, whose design is true to the brand’s pet principle of fusion: it is made in black composite, case, bezel, with a pin buckle also in black composite with a black rubber strap, screws and crown in steel, and equipped with a quartz movement with date and small seconds. The great majority of the watch’s components were developed and made in Switzerland. You could say this Hublot watch is like a “Courtesy Watch” loaned without charge to the customer for the time required. With this elegant gesture, the customer’s connection with Hublot - his brand of choice - remains unbroken whatever happens. This delicate token of attention remains naturally at the discretion of the management of each Hublot boutique.