



## Events

### HUBLOT JOINS HANDS WITH LIPPI AND GUANGZHOU EVERGRANDE

Another stop for the “Hublot Loves Football” international campaign, today at iRena, Beijing Worker’s Stadium !

This is an important day for Hublot in China - with the presence of Hublot Chairman **Jean-Claude Biver** and **Marcello Lippi**, Head Coach of the Guangzhou Evergrande FC (of which Hublot is Official Timekeeper since 2013) – to mark the Chinese debut of Hublot’s **artistic exhibition** "Hublot Loves Football" with the unveiling of the “**Official Watch**” of the 2014 FIFA World Cup Brazil™.

The perfect occasion to announce Marcello Lippi as new ambassador of the brand ! A keen watch enthusiast, Mr Lippi joins the Hublot family alongside the Brazilian living legend **Pelé**, the fastest man in the world **Usain Bolt**, US basketball star **Kobe Bryant**, and the most famous football coaches **José Mourinho**, **Roy Hodgson**, and **Luiz Felipe Scolari** to name just a few.

**Mr. Lippi said:** “I am very honored to join Hublot global family. Mr. Biver and Hublot’s passion and dedication in football are truly admirable. I am also pleased that Guangzhou Evergrande has represented China’s top club and participated ‘Hublot Loves Football’ project. We are all working together toward a common goal. I look forward that our cooperation will inspire new breakthrough.”

**Hublot Chairman Mr. Jean-Claude Biver**



**added:** "The fusion between Hublot and football has driven unprecedented passion throughout our collaborations with global events, top clubs and superstars. Today I am thrilled to welcome the living legend coach Marcello Lippi in our family. At the same time, we also focus our interest and support to the development of Chinese football industry. Under Lippi's coaching, Guangzhou Evergrande is making history for China. The spirit of innovation is very much the shared value between us. We are planning to roll out further cooperation with Guangzhou Evergrande and support the new energy to the Chinese football. "

Marcello Lippi, Commendatore OMRI; is a World Cup-winning football manager. As a manager, he also won five Serie A titles, two Chinese Super League titles, one Coppa Italia, one Chinese FA Cup, four Italian Supercup, one UEFA Champions League, one AFC Champions League, one UEFA Supercup and one Intercontinental Cup. He was named World's best football manager by the International Federation of Football History and Statistics (IFFHS) both in 1996 and 1998, and world's best National coach in 2006. He is the only coach to have won the most prestigious international competitions both for clubs in different continents, and for national teams (the UEFA Champions League and the Intercontinental Cup in 1996 with Juventus; the AFC Champions League in 2013 with Guangzhou; and the FIFA World Cup in 2006 with Italy). In 2007, The Times included him on its list of the top 50 managers of all time.

As the world's first high-end luxury brand pioneering in collaboration with football in 2006, Hublot has since then worked in close collaboration with FIFA, appointed Official Timekeeper & Official Watch of the FIFA



World Cup™. The countdown has already started in Brazil, visible to all on the giant Hublot clocks designed by the celebrated Brazilian **architect Oscar Niemeyer** and installed on Copacabana beach, Rio de Janeiro, Brasilia and Sao Paulo. Also Official Watch of European Football Championship, Hublot works very closely with the most prestigious clubs including **Guangzhou Evergrande Football Club** in China, **Bayern Munich** in Germany, **Paris Saint-Germain** in France, **Juventus Turin** in Italy, **Ajax Amsterdam** in the Netherlands.