



## Events

### HUBLOT OPENS ITS SECOND BOUTIQUE IN DALIAN

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#### **Continuing to reinforce its presence in China, Hublot opens its second boutique in Dalian**

This is the 12th boutique in Greater China, and the 58th worldwide.

Dalian - Dec 1st, 2012 - Hublot, the Swiss luxury watch brand, raised the curtain of its second boutique in Mykal Square, Dalian. Chairman of Hublot, Jean-Claude Biver and Chinese movie star Zhang Fengyi cut the ribbon at the opening ceremony. For this special occasion, Hublot brought a taste of Switzerland and the tradition that the brand is famous for through Mr. Biver's famous, homemade cheese and plastic replicas of the Swiss cows that graze his property. Hublot timepieces combine traditional watchmaking and innovative technology while this new boutique, through low-key luxury decoration, embodies Hublot's philosophy, 'The Art of Fusion'.

Hublot Boutique Dalian at Mykal has 86 square meters, it is the second boutique opened by Hublot cooperating with its partner Jinhua Watch & Jewelry. The first of which is located at the Intercontinental Hotel. Hublot also operates a counter in the Friendship Store. The decoration expresses the brand concept 'The Art of Fusion' through the combination of different materials such as stainless steel, carbon fiber, aluminum, timber, leather, natural rubber and glass. What is more, venturing to



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apply rare materials between details is the most significant feature of Hublot: black marble floor pair up with leather furniture, glass and alloy seamless counters and the high-tech details turn into one integrated mass.

Dalian Jinhua Watch & Jewelry, which has a 20-year corporate history with Swiss top brands, helps Hublot booming with strong support, by providing precise service, luxury shopping environment, and vision to seize the pulse of luxury market.

'Dalian is a very important market for Hublot's development plan in China. We are very pleased to see that Hublot has attained senior watch collectors and high-level consumers' love and concern in Dalian since two years ago. Therefore I am very confident in Hublot's future and success in Dalian!' said Jean-Claude Biver, veteran of the Swiss watch industry and Chairman of Hublot.

'Hublot as a top luxury watch brand is quite different from normal watches. Every timepiece has its distinct identity and unusual charm, never let people forget. I love sports, and I appreciate Hublot's concept 'The Art of Fusion' and its sport elegance style.' added Zhang Fengyi, who keeps a 'tough guy' image shown on screen.

At a time when Dalian Jinhua Watch & Jewellery Limited celebrates its 20th anniversary, Hublot released 'Classic Fusion Dragon' limited edition timepiece especially for Jinhua's birthday. The new modal has 45mm diameter with an ancient-China style dragon-shaped relief sculpture existing on the black dial.

Black ceramic bezel highlights the low-key



luxury feature; the number '20' at 3 o'clock position and the printed word '1992-2012' and 'Jinhua' are morals to Jinhua's 20th anniversary. It is the first time that Hublot customizes a limited edition for its partner in China. This shows that Hublot has a genuine desire to enhance its strength in china and with it's cooperative partner Jinhua Watch & Jewelry. This watch is limited to 50 pieces and will only be sold in Dalian region.