



Eventos

JEAN-CLAUDE BIVER & JASON KIDD HOST A NIGHT OUT IN BROOKLYN

New York City, 11th February 2014 - The Barclays Center, home of the Brooklyn Nets basketball team, opened its doors to diehard watch fans, TimeZone members, and “Hublotistas” for a one-night-only dinner and conversation with Jean-Claude Biver. The Hublot chairman was welcomed by longtime NBA All-Star Brooklyn Nets coach Jason Kidd.

The occasion served as the US premiere of collections recently debuted in Geneva Fair, including the limited edition Big Bang Unico All Black 45mm, Big Bang Dark Jeans, the three new Big Bang Ferrari 2014 references and the Classic Fusion Night Out Tourbillon – the refined tuxedo inspired icon for the evening. The MP-05 LaFerrari – 50 days of power reserve which is the World Record - also made a stateside appearance to the excitement of onlookers, including many fellow watch executives who attended as friends of Mr. Biver’s.

The conversation was moderated by Andrew Luff of TimeZone, who facilitated such questions from attendees including “*How do you keep the passion alive?*” to “*How does the Big Bang evolve over time?*”. Jean-Claude Biver both began and ended the conversation that it’s “all about love” with regard to what he does and how he does it.

The relationship between Hublot and the Barclays Center began when the state-of-the-art building opened its doors in 2012



becoming the new home of the Brooklyn Nets. The partnership makes Hublot the Official Timekeeper and Watch of both Barclay's and the Nets, while the building boasts over 100 Oversized Hublot Clocks! In 2013, Coach Jason Kidd became a friend of the Hublot brand, where he can be seen wearing the Big Bang Unico or a Classic Fusion Skeleton on the sidelines.

The partnership is founded both on the brand's support of sport and philanthropy, two key pillars also illustrated by partnerships with the Miami Heat, Los Angeles Lakers, Usain Bolt, Bayern Munich and Turin's Juventus soccer teams and their charitable initiatives.

In this case it is not only the Center's rapidly rising Brooklyn Nets basketball team, but also its coach's Jason Kidd Foundation which offers mentoring, tutoring and technology programs to help youth succeed in life.

In proper Hublot spirit, Mr. Biver presented Coach Kidd with a check earlier in the evening to support the ongoing effort of the Jason Kidd Foundation and the great work they do in the greater Metro Area.

To provide Mr. Biver and the many visiting guests a warm welcome to the City, dinner was a curated affair featuring foods from iconic Brooklyn establishments including miniature versions of Calexio's fish tacos, Fresco by Scotto's eggplant parmesan, Redhook Lobster Pound's lobster rolls, and The Chocolate Room's brownies.