



New HUBLOT Boutique in the Philippines

Manila, Philippines - Hublot, the Swiss luxury watch brand that brings the "Art of Fusion" into watchmaking, is proud to announce the opening of its first boutique in the Philippines.

The very first Hublot boutique in the Philippines (the 58th worldwide) is located in a spacious area in the newly opened Bonifacio High Street Central, Manila. The boutique design concept creatively reflects Hublot's DNA of luxury and innovative design, bringing to life its vision of fusion. The unique materials and the fusion of materials which are the hallmark of Hublot watches played a prominent role in the boutique's design. The polished stone floor, the furniture in wood and aluminium, the fittings in glass and metal as well as the sophisticated details give this boutique a resolutely contemporary look. At the entrance, a wall of screens greets visitors with a projection of events and the latest creations.

The boutique is operated in partnership with Lucerne Jewellers. Lucerne is the first and only authorized retailer of Hublot in the Philippines starting from 2005. Hublot and Lucerne share the same passions for excellence and innovation. To celebrate the opening of the first Hublot boutique in the Philippines, and the 30th anniversary of Lucerne, Hublot unveils the magnificent Hublot **King Power Oceanographic 4000 Special Edition Lucerne 30th Anniversary** watch.

For the Special Edition Lucerne 30th Anniversary model, the dial is specially customised as matte blue. The '30' minute mark is in orange, bringing to mind the 30th anniversary. The oversized crown has a guard, engraved with 'DIVER 4000' in orange. The case is a fusion of both the titanium and the carbon fibre, although it is 48mm diameter, the Oceanographic 4000 is still light on the wrist. The outline of the Philippines, with Cebu and Manila is engraved on the micro-blasted satin-finished titanium case back to highlight the locations of Lucerne shops. Engraved around the country outline is '30th Anniversary 2012' and 'Lucerne Philippines.' The engraved number is also at the outer rim of the case back. The Oceanographic 4000 Special Edition Lucerne 30th Anniversary watch is limited in 28 pieces.

Hublot Manila boutique address

Bonifacio High Street Central
Bonifacio Global City, Taguig
(639) 1753 94772

About Hublot

"Hublot? A different way to progress". So say those in the know about this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, a meteoric rise initiated and developed by Jean-Claude Biver, Hublot's Chairman, along with Ricardo Guadalupe, CEO, who are responsible for turning this brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly developing tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Ferrari, Formula 1™, Hublot represents the "Art of Fusion" philosophy, bringing tradition into the future "to continue to wow the world of watchmaking!". Finally, on a commercial level, the network of approved retailers has grown rapidly and currently stands at 800 points of sale and more than 60 exclusive boutiques including Geneva, Cannes, Saint-Tropez, Paris Place Vendôme, London, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur ...). For more information, visit: www.hublot.com



King Power Oceanographic 4000 Special Edition Lucerne 30th Anniversary

The Oceanographic 4000 is resistant to the pressure exerted at the record depth of 4,000 metres, meeting the exact specifications of the international standards of Swiss watchmaking (NIHS). To ensure the water tightness of the watch and to resist this extreme pressure, the synthetic sapphire crystal is 6.5 thick. This is thicker than normal, but is reasonable for this level of resistance. The case back is screw-down, a sine qua non for reaching such depths. It is made of grade 2 titanium, an extremely strong stainless material. The watch is fitted with two screw-down crowns (a protective measure that helps ensure water resistance by compression of an O-ring seal). The flange crown which sets the dive time is placed at the 2 o'clock position for easy access and more comfortable use. It is unidirectional, for safety reasons, with a bayonet fitting and protected by an oversized crown guard, for extra safety and easy operation when handling diving equipment. The second crown, for winding and setting the time and date, is positioned at 4 o'clock to avoid obstruction. The Oceanographic 4000 has a helium valve, a feature essential to any diving watch capable of descending to great depths. An essential feature when the watch is used in diving chambers, the helium valve allows gases that have infiltrated the watch during the descent to safely escape during the ascent. The valve fitted to the Oceanographic 4000 is made of stainless steel, positioned at 10 o'clock, visible from the left-hand side lug.

TECHNICAL DETAILS

Reference Series	731.NX.1190.RX.LL12 Limited to 28 pieces - Numbered 00/30 to 30/30 (numbers 4, 14, and 24 are not produced)
Case	"King Power" - 48 mm diameter - Micro-blasted satin-finished titanium and matt carbon fibre
Bezel	Micro-blasted satin-finished titanium 6 black PVD H-shaped titanium screws
Crystal	Sapphire with anti-reflective treatment
Lug bezel	Black composite resin
Lateral inserts	Black composite resin
Case back	Micro-blasted satin-finished titanium - Engraved with the outline of the Philippines, with Cebu and Manila '30th Anniversary 2012' and 'Lucerne Philippines' engraved around the country outline
Crown	Titanium with black rubber insert
Screws	Black PVD titanium
Water resistance	Certified to 400 ATM or 4,000 metres - Tested to 5,000 metres according to the NIHS standards
Dial	Matt blue. Super-Luminova® coating applied on the dial, hands and flange to optimize legibility '30' minute mark in orange to commemorate Lucerne's 30th anniversary
Movement	Mechanical with automatic winding HUB1401
No. of components	180
Jewels	23
Bridges	Satin-finished, bevelled & polished
Screws	Black PVD
Barrel	With reinforced spring
Escapement	Glucydur hairspring
Power Reserve	Approximately 42 hours
Strap	Black gummy alligator Strap. Buckle in titanium