



## Nouveautés

### USAIN BOLT ET HUBLOT EN CORÉE DU SUD : DES PROGRAMMES DE BOURSES POUR LES FUTURES GÉNÉRATIONS D'ATHLÈTES

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To celebrate the opening of the first Hublot boutique in South Korea, located in Daegue at the prestigious "Hyundai" department store, Swiss luxury watch brand Hublot organized a special event with brand ambassador Usain Bolt!

The fastest man in the world, virtuoso of the 100 metres, conqueror of the 200 metres! The man who broke records on the athletics tracks! Nicknamed "Lightning Bolt", pure talent combining exceptional physical qualities with a relaxed and generous attitude, the 24 year old Jamaican sprint star took the occasion to be in South Korea to participate in the IAAF World Championships. With the world's fastest man, this event included a ribbon cutting ceremony, a scholarship presentation to future athletes and a signing event for VIP customers who discovered the Hublot Unico King Gold, limited to just 500 pieces! This is the second time of having Usain Bolt in Daegue. He won a 100-meter race in 6th Daegue World Championships in athletes with the record of 9.86 seconds in May. The final 100-meter race which he will be competing will be held at 8:45 p.m. 28th August. Usain Bolt is the favorite and Hublot wish him Good Luck!

For Hublot, it is hugely symbolic for a watchmaker to see his watch worn by the



fastest man in the world! the concept of time is sacred, for him and for the brand... Hublot measures time, Usain Bolt always seems to outrun it!".

Usain Bolt is not only an outstanding sportsman, but also a man with a naturally sunny disposition, who shares his gifts with humility. Like Bolt, Hublot is dedicated to the value of sharing, and is committed to sharing the company's own success and making a contribution to support those who are less fortunate. Usain, for his part, is personally involved in a number of children's foundations.

About Hublot, the exclusive story of Fusion Hublot made its name 30 years ago when it became the first Swiss watch luxury brand to fuse precious metals with functional rubber, sparking a revolution for material innovation and aesthetics. In 2004, Mr. Jean-Claude Biver gave Hublot a great new boost and revolutionized watchmaking with the creation of the "Big Bang", the multiple award-winning chronograph with a contemporary and elegant design, which marked the start of the spectacular success of the brand. For more information on Hublot visit [Hublot.com](http://Hublot.com).