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Haute Living, Hublot and The Collection Ferrari go with a bang with expressionist Domingo Zapata!

Hublot Boutique's stunning facade by Domingo Zapata
a showstopper at Bal Harbour

Damien Hirst, Micky Arison, Pat Riley, Kelly Rowland among special guests
joining Hublot CEO Ricardo Guadalupe at after party.

MIAMI – December 08, 2012 – Haute Living and Luxury Swiss watchmaker Hublot celebrated Miami Beach, in collaboration with The Collection Ferrari and **world renowned expressionist artist Domingo Zapata**. Together, Hublot and Zapata hosted an exclusive reception at 6:30 p.m. on Friday, December 7, at the **Hublot Bal Harbour Boutique**. The boutique showcased a unique storefront creation from Zapata's Avion collection and several new pieces of his work to a crowd of Miami tastemakers, art aficionados and VIP guests. In addition, Zapata created a work that he presented to **Miami Heat owner, Micky Arison**, and that will be auctioned at a later date to benefit **the HEAT Foundation**.

The art unveiling at the Hublot boutique was followed by an after party at the newly-opened SLS Hotel in South Beach. Special guests included: **Miami Heat owner, Micky Arison; Heat president, Pat Riley; Heat player, Juwan Howard; NFL's Jeremy Shockey; music producer and artist, Rico Love; actors Jeremy Piven, Adrian Grenier, Simon Rex and Jordi Molla; Lea Black, Karent Siera and Joe Francis from *The Real Housewives of Miami*; Jennifer Williams from VH1's *Basketball Wives*; Jill Zarin from *The Real Housewives of New York*; former NSync member, Lance Bass; artist Damien Hirst; WNBA players Kelly Schumacher and Ruth Riley; entertainment promoter, Kenny Burns; select members of the news media; and more.**

Sponsoring the evening was Haute Time, a media group that operates HauteTime.com and Haute Time State of Mind. The magazine is a bi-annual watch lifestyle publication that caters to its established network of celebrities and watch collectors. The night's events included hors d'oeuvres and drinks provided by Hyde Beach, a large variety of Zapata's works on display surrounding the outdoor dining and pool areas and the latest Ferrari FF, provided by The Collection.

Hublot's distinct craftsmanship of timepieces, with their unusual lines, sharp angles, and uniquely-cut diamonds naturally led to a collaboration with Zapata who is known for his abstract expressionist multimedia style and his incorporation of collage and graffiti.

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Both the artist and the brand produce masterpiece fusions of art and technology enjoyed by influencers and celebrities the world over. Hublot's prized Black Caviar piece, valued at \$1M, was also displayed alongside Zapata's pieces, reflecting the partnership's deep synergy.

Zapata has garnered praise from international press such as Vanity Fair Italia, Ocean Drive, People, New York Magazine and, most recently, The New York Post in October proclaiming him the "new Andy Warhol".

In December 2011, Hublot opened its first U.S. boutique in Bal Harbour, Florida. The luxury watchmaker has since partnered with a variety of celebrities, charities and sports teams, including signing as Official Watch and Official Timekeeper of the 2012 Champion Miami HEAT. More recently, Hublot celebrated its unique relationship with the city of Miami by creating and launching an exclusive, limited edition King Power "305" timepiece.

About The Collection

On the corner of Bird Road and Ponce de Leon Boulevard in Coral Gables stands Florida's definitive luxury automobile destination, THE COLLECTION. President and CEO, Ken Gorin, a 33-year industry veteran in the exotic and luxury automobile business has built a world-class destination housing the globe's most celebrated automotive brands: Porsche, Audi, Ferrari, Maserati, Aston Martin, Jaguar and McLaren. THE COLLECTION's success is credited to outstanding service, exceeding customer expectations and to a staff that treats customers like members of their family. THE COLLECTION's facilities include a state-of-the-art service department, parts facility, and Ferrari Boutique to outfit today's high performance enthusiast. In October 2010, The Collection proudly inked a deal with seven-time NBA All-Star, 2010 NBA All-Star MVP and Miami HEAT guard Dwyane Wade. As South Florida's hometown hero, Wade helped lead the Miami Heat to their first NBA Championship in franchise history and the 2011 Eastern Conference Championship. He is now teamed up with THE COLLECTION as the face of the brand. To experience THE COLLECTION call 305.444.5555, or visit www.thecollection.com.

About Hublot, the exclusive story of Fusion

"Hublot? A different way to progress" say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, initiated and developed by Hublot's Chairman Jean-Claude Biver with CEO, Ricardo Guadalupe, these two men are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly evolving tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Formula One™, Ferrari and the Miami HEAT with its captain Dwyane Wade, Hublot characterizes itself through the "Art of Fusion" philosophy, bringing tradition into the future. On a commercial level, the network of approved retailers has grown rapidly and currently stands at 800 points of sale and 58 exclusive boutiques around the world (Bal Harbour, Atlanta, Boca Raton New York/Madison, Beverly Hills, Las Vegas, Geneva, Cannes, Saint-Tropez, Paris, London, Berlin, Moscow, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza...). For more information, visit www.hublot.com