



????

HUBLOT SPONSOR OF THE 11TH ANNUAL WILD RICE CHARITY GALA

October 2012, SINGAPORE - Hublot was the proud presenting sponsor to this year's WILD RICE Ball, one of Singapore's most anticipated society event recently held at Shangri-La Hotel Singapore.

Aptly themed - **DIAMONDS ARE FOREVER** – premised by the glamour and excitement of James Bond films; the event was a scintillating affair for more than 500 attending guests especially with the extravagant displays of Hublot's watches including the one and only \$5 Million Big Bang.

As the world's leading alchemist of revolutionary timepieces, Hublot pulled out all the stops to ensure that guests were treated to an impressive display of their dazzling watches.

Guests indulged and interacted with Hublot's unconventional 3-Dimensional showcases that utilised a clever interplay of animation, movement sensors and digital media.

The sole \$5 Million Big Bang remained the centre of attraction amidst other inimitable gem set watches which included the \$1.2 Million Big Bang and other high complication watches, giving guests an insight to Hublot's rich expertise as a luxury watch maker.

Mr. Ricardo Guadalupe, CEO of Hublot, who flew in specially to grace this event said, "Mastering the 'Art of Fusion', Hublot symbolizes the merging of tradition and



future. Hublot is recognized for our continuous pursuit for excellence, pushing boundaries with the designs of our timepieces similar to W!LD RICE's pursuance of originality and distinction in the theatre world. We are thrilled to embark on this partnership that marks the strengths of both brands."

The panache of Hublot's watches were paraded via the sartorial artistry of Singaporean fashion designer, Frederick Lee who mused over Hublot's exquisite timepieces, designing an impressive and alluring haute couture runway collection that was presented as part of the evening's programme.

Hublot's timepieces added a touch of sophistication and glamour to the already captivating collection of beautiful gowns. "We would like to thank Hublot, for coming aboard as Presenting Sponsor of the W!LD RICE Ball. This marks a momentous partnership between one of the world's leading alchemists of revolutionary timepieces and "Singapore's sexiest theatre company".

With shared values of a commitment to innovation, creativity and quality, we're looking forward to a long and fruitful relationship," said Mr. Ivan Heng, Founder and Artistic Director, W!LD RICE.