



????

HUBLLOT UNVEILS A MODEL DEDICATED TO PELÉ IN THE NEW RIO BOUTIQUE!

Today, 5th February 2014, the "Cidade Maravilhosa" – or marvellous city – of Rio de Janeiro was selected by Hublot for its first Latin American address. A natural choice, considering that the Brazilian FIFA World Cup will use Hublot as its official timekeeper.

The Rio boutique is the result of a long-standing friendship and partnership between the Zilberman family of the renowned SARA jewellery retailer and the high-end Swiss watchmaking brand since the arrival in 2004 of Hublot's Chairman, Jean Claude Biver, and CEO, Richard Guadalupe.

Hublot has been building a history with Brazil. It all started with the Senna family in support of the Ayrton Senna Institute and with the Club Regatas Flamengo (as Official Timekeeper). Recently, Guga Kuerten became a Hublot Brand Ambassador and now Pelé is Ambassador of the brand for the 2014 FIFA World Cup in Brazil.

The opening of the boutique in the Fashion Mall in Rio de Janeiro just 5 months before the start of the World Cup was the ideal moment to present the Pelé timepiece.

The watch is a Classic Fusion Aero Chronograph limited to just 500 pieces, with 45 mm polished/satin-finished ceramic case, and an automatic mechanical Aero Hublot



chronograph movement. The sapphire dial has faceted and polished indices and transfers in silver powder and yellow. Pelé's famous signature is found on the watch's case back.

At the opening ceremony for the Hublot boutique in Rio de Janeiro, Pelé, the international football legend, joined Hublot CEO, Ricardo Guadalupe, and the owners of SARA, Laja and David Zilberman, to present the Classic Fusion Chrono Aero Pelé.

The boutique, which covers 35 m2 and represents the famous "Art of Fusion" concept, is a space that showcases a blend of various elements: glass, metal, leather and wood combine to create a warm and intimate atmosphere which, in addition to a high level of customer service, responds to the increased demands of Hublot customers.

Rio de Janeiro is now on the list of Hublot boutiques located at the world's most prestigious addresses: Place Vendôme in Paris, London, Moscow, New York, Miami, Orlando, Houston, Atlanta, Dallas, Beverly Hills, Palm Beach, Ginza, Hong Kong, Shanghai, Beijing...