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MANILA: HUBLLOT OPENS ITS FIRST BOUTIQUE IN 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
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