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MR BIVER IN JAPAN WITH LEGENDARY CHEF NOBU

Jean-Claude Biver, Chairman of Hublot, and legendary chef Nobu Matsuhisa, hosted exclusive dinner at world-renowned restaurant, NOBU Tokyo.

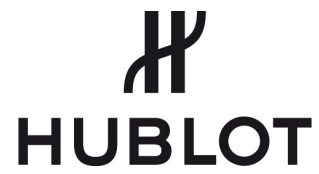
Tokyo, November 22, 2012 – Hublot held an exclusive dinner party for guests hosted by Jean- Claude Biver, Chairman of Hublot, who flew all the way from Geneva to extend his gratitude to Hublot fans in Japan. This special event was held at the world’s renowned Japanese restaurant, NOBU Tokyo. The owner as well as legendary chef, Nobu Matsuhisa also flew into Japan from the US for the night and entertained the guests with “Fusion” dishes.

The restaurant served new style of Japanese cuisine, fusing the authentic Japanese cuisine with Western and South American style, whose concept shares the same values as Hublot’s watchmaking theme “the Art of Fusion”, harmonizing traditional expertise and contemporary creativity.

About Nobu Matsuhisa

Nobu Matsuhisa opened his own restaurant “Matsuhisa” in Beverly Hills, and it became one of the favourite restaurants for Hollywood celebrities. In 1994, Nobu took to the offer by the renowned actor and regular diner, Robert DeNiro to open the first of the NOBUs (NOBU New York City). He has been recognized with awards such as the “Best Ten Chef’s in the US”.

There are 24 NOBU restaurants worldwide



and new NOBU restaurant is set to open in Hawaiian island of Lanai in late December. Also, first ever NOBU hotel will open in Las Vegas in January 2013.