



Hublot opens a second boutique in Abu Dhabi in the majestic Marina Mall.

The Grand Opening took place on the same weekend as the Formula 1™ Etihad Airways Abu Dhabi Grand Prix, and was attended by Jean-Claude Biver, Chairman of Hublot.

Abu Dhabi. With the 56th Hublot boutique, momentum continues to build. The Swiss watch brand can currently boast a boutique opening almost every 15 days, and these continue to be at the most prestigious locations across the globe.

To mark the Formula 1™ Etihad Airways Grand Prix in Abu Dhabi on the Yas Marina circuit – Hublot is the Official Watch of Formula 1™ - Abu Dhabi's second Hublot boutique was opened on 3rd November 2012.

A traditional ribbon-cutting ceremony took place, attended by Jean-Claude Biver, Chairman of Hublot, and the Seddiqi family, long-standing partners and friends of the brand in the UAE. They were joined by friends of the brand, clients and journalists, just before the last Grand Prix practice race, starting at noon on Saturday and ending with a dinner at Cipriani, the famed New York restaurant which is now one of the most sought-after tables in the city.

"It's a really exciting time to be opening a new Hublot boutique in Marina Mall, Abu Dhabi soon after our recent acquisition of Al Manara International Jewellery in partnership with HAMG, especially given the presence of such immense local demand for what the brand offers." **comments Abdul Hamied Seddiqi, Vice-Chairman, Ahmed Seddiqi & Sons and Chairman of the Board of Directors at Al Manara International Jewellery.**

"Abu Dhabi is home to a large number of major watch collectors. They fully appreciate the expertise of the Swiss watchmaking art, expressed through our watch collections. I wish our teams every success and the best of luck, and would be delighted to come and visit them often." **said Jean-Claude Biver, Chairman of Hublot.**

Located in the magnificent Marina Mall (the first boutique is on Khalidiya Street and is currently being refurbished), this boutique-lounge set over 50 square metres has been designed in line with the concept so dear to the brand - The Art of Fusion: the fusion of materials such as natural buckskin and ebony which create a warm yet hushed atmosphere.

Amongst the notable features is an extremely elegant floor with leather tiles, created by a master craftsman and artist, which is now one of the signatures of the Hublot boutiques, with the ensemble completed by a wall of screens which immediately immerse the visitor in the brand's world, with films on events, the latest new products and the ambassadors.

**Hublot Boutique Abu Dhabi
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