



Eventos

HAUTE LIVING, HUBLOT AND THE COLLECTION FERRARI GO WITH A BANG WITH EXPRESSIONIST DOMINGO ZAPATA!

Hublot Boutique's stunning facade by Domingo Zapata a showstopper at Bal Harbour

Damien Hirst, Micky Arison, Pat Riley, Kelly Rowland among special guests joining Hublot CEO Ricardo Guadalupe at after party.

MIAMI – December 08, 2012 – Haute Living and Luxury Swiss watchmaker Hublot celebrated Miami Beach, in collaboration with The Collection Ferrari and world renowned expressionist artist Domingo Zapata. Together, Hublot and Zapata hosted an exclusive reception at 6:30 p.m. on Friday, December 7, at the Hublot Bal Harbour Boutique. The boutique showcased a unique storefront creation from Zapata's Avion collection and several new pieces of his work to a crowd of Miami tastemakers, art aficionados and VIP guests. In addition, Zapata created a work that he presented to Miami Heat owner, Micky Arison, and that will be auctioned at a later date to benefit the HEAT Foundation. The art unveiling at the Hublot boutique was followed by an after party at the newly-opened SLS Hotel in South Beach. Special guests included: Miami Heat owner, Micky Arison; Heat president, Pat Riley; Heat player, Juwan Howard; NFL's Jeremy Shockey; music producer and artist, Rico Love; actors Jeremy Piven, Adrian Grenier, Simon Rex and Jordi Molla; Lea Black, Karent Siera and Joe Francis from



The Real Housewives of Miami; Jennifer Williams from VH1's Basketball Wives; Jill Zarin from The Real Housewives of New York; former NSync member, Lance Bass; artist Damien Hirst; WNBA players Kelly Schumacher and Ruth Riley; entertainment promoter, Kenny Burns; select members of the news media; and more.

Sponsoring the evening was Haute Time, a media group that operates HauteTime.com and Haute Time State of Mind. The magazine is a bi-annual watch lifestyle publication that caters to its established network of celebrities and watch collectors. The night's events included hors d'oeuvres and drinks provided by Hyde Beach, a large variety of Zapata's works on display surrounding the outdoor dining and pool areas and the latest Ferrari FF, provided by The Collection.

Hublot's distinct craftsmanship of timepieces, with their unusual lines, sharp angles, and uniquely-cut diamonds naturally led to a collaboration with Zapata who is known for his abstract expressionist multimedia style and his incorporation of collage and graffiti.

Both the artist and the brand produce timepiece fusions of art and technology enjoyed by influencers and celebrities the world over. Hublot's prized Black Caviar piece, valued at \$1M, was also displayed alongside Zapata's pieces, reflecting the partnership's deep synergy. Zapata has garnered praise from international press such as Vanity Fair Italia, Ocean Drive, People, New York Magazine and, most recently, The New York Post in October proclaiming him the "new Andy Warhol". In December 2011, Hublot opened its first U.S. boutique in Bal Harbour, Florida. The luxury



watchmaker has since partnered with a variety of celebrities, charities and sports teams, including signing as Official Watch and Official Timekeeper of the 2012 Champion Miami HEAT. More recently, Hublot celebrated its unique relationship with the city of Miami by creating and launching an exclusive, limited edition King Power “305” timepiece.