



## Eventos

### HUBLOT HAS NAMED ITS INTERNATIONAL ICON AND NEW AMBASSADOR

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**The new Hublot advertising campaign dedicated to women will be launched on the 8th March in the Financial Times and the International Herald Tribune.**

She is beautiful, feminine, sexy, intelligent and active. As a successful businesswoman, wife and soon-to-be mother, she symbolises the modern 21st century woman. She represents the values dear to Hublot such as independence, character, family and loyalty. Her face is already well known in Latin America as a journalist and TV presenter. She speaks fluent Spanish, English and French. Quickly spotted for her natural beauty, she won the title of Miss Mexico in 2000, before entering the Miss Universe competition. She then embarked on career as an actress, for which she was awarded for Mexico New Star of the Year in 2003. Today, she continues her acting career in Latin America and the United States. This is the new face of Hublot for women. Hublot is extremely delighted to present its new international ambassador and icon: Jacqueline Bracamontes van Hoorde. Ricardo Guadalupe, Hublot CEO, said: "Jacky is today's modern woman. She successfully juggles her career, her role as a wife, and soon that of a mother. She is the perfect icon and an obvious choice for us. We have known each other since 2009. She was already a valued Hublot customer, and became the brand's ambassador in Latin America. Since then, we have developed a relationship built on trust and mutual appreciation; she has always remained loyal



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to Hublot. This is also a quality which is very important to us. We are now delighted to strengthen our ties with her and work together on an international scale".

Talking about her role as Hublot ambassador, Jacky Bracamontes added: "It is impossible not to fall in love with Hublot watches. Because, besides being beautiful watches, the brand shares, helps and gives some of its success to numerous charitable organisations. I am extremely happy, grateful and very proud to become part of the Hublot family!"

For the new Hublot advertising campaign dedicated to women, Jacky Bracamontes took part in a shoot in January in Mexico led by her photographer friend Uriel Santana. With credits including many front covers of fashion magazines such as GQ, Revolution, Fernanda, H and Caras, as well as film posters and advertising campaigns, he has also taken some of the most famous portraits of Enrique Iglesias. There was an immediate bond between the two (copyright- free pictures from the photo shoot are also available - © Uriel Santana/Hublot).

### **A few words about Jacky Bracamontes**

Jacqueline Bracamontes van Hoorde, or more simply Jacky Bracamontes, was born on 23 December 1979 in Guadalajara, Jalisco, Mexico. She was brought up to respect strong family values and started her education in Guadalajara, Jalisco. Clearly gifted in languages, she moved first to Connecticut to learn to speak English and then to France to learn French. Whilst still a student, she began to work as a professional model. Having returned to Mexico to model for several fashion magazines while continuing her studies in Information and Communication Sciences, she was talent spotted for a beauty competition and won the



Miss Mexico ("Nuestra Belleza, Mexico") title in 2000 which enabled her to enter the "Miss Universe" competition representing Mexico. Then she moved onto presenting several TV programmes in Mexico, and became recognised in the field of sport thanks to her work on one of biggest shows broadcast in the country exclusively presented by women. She was even invited by Univision to cover the Football World Cup in Asia as a sports journalist. From 2002, she went on to study comedy and began to appear in numerous telenovelas, which are very popular in the country. In 2003, she received the award for New Star of the Year for her acting work in Mexico. 2005 marked an important turning point in her acting career, providing her with increasingly more film roles as well as television and theatre appearances in both Latin America and in the United States since then. In 2009, Jacky Bracamontes, who was already a regular Hublot customer, became the official ambassador of the Swiss watch brand for the launch of the Tutti Frutti collection in Mexico. In October 2011, she married Martin Fuentes, a business man, entrepreneur and racing driver.