



## **Veronica Varekova, ambassador for Hublot and the African Wildlife Foundation**

Today in New York, Hublot is very proud to present Veronica Varekova, ambassador for the African Wildlife Foundation. This talented and dynamic woman will embody the feminine expression of Hublot's spirit. The top model and the watch brand share the same values, which they wish to promote together.

This is the very first time Hublot has adopted an icon to showcase its women's collections. But it's really about much more than that... The affinity between the brand and the Czech top model has grown out of common values and a shared passion for extraordinary adventures, as well as a concern for our environment.

Much more than just an image, Veronica is a charming and elegant representative for the Hublot woman. Unique, sporting, committed and vibrant, she is now the ambassador for a watch brand that symbolises fusion, innovation, vitality and creativity. A great lover of art, this young woman is also deeply involved with the African Wildlife Foundation. After climbing Mount Kilimanjaro, the "roof of Africa", she developed a profound appreciation for extreme environments and their wildlife, realising the urgent need to protect and preserve them. She became involved with the Foundation, which has been active for 50 years, to promote and help support its initiatives which aim to protect the communities, wildlife, species and landscapes of Africa.

The Hublot brand will help support the African Wildlife Foundation in partnership with Veronica, in particular by incorporating its logo in its campaigns and through a variety of special joint events.



AFRICAN WILDLIFE FOUNDATION®