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## HUBLOT & PELÉ BRING 'HUBLOT LOVES FOOTBALL' CAMPAIGN TO MIAMI

***Artist Romero Britto Debuts Handpainted Cases for Hublot's 2014 FIFA World Cup Brazil™ Watch.***

**April 2014 (Miami, FL)** – The “Hublot Loves Football” Campaign World Tour made its only American stop in Miami with Brand Ambassador Pelé on April 28, 2014. The occasion took place inside the iconic artist Romero Britto's Wynwood Studio, where Pelé discussed his collaboration with the Official Timekeeper of the 2014 FIFA World Cup™.

This day marked the US debut of Hublot's “Official Watch” of the 2014 FIFA World Cup Brazil™ – the Big Bang Unico Bi-Retrograde Chronograph. It is the first Hublot timepiece ever produced with a bi-retrograde function along with a central chronograph. This mechanical movement, entirely adapted for soccer fans, allows for the watch to be used to time each half of a game and even can track overtime! This is another example of the brand's love and support of the sport and how even this drives innovation.

Romero Britto unveiled his specially designed boxes, which will hold the 2014 FIFA World Cup Brazil™ Watches. Each football-shaped sculpture is constructed and decorated by Britto, himself the FIFA Ambassador for the 2014 FIFA World Cup Brazil™, adding a special artistic touch to the limited edition timepieces.



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The experience also brought an open format Q&A with Pelé. During the Q&A, “The King of Football” himself fielded questions about his collaboration with Hublot, the upcoming World Cup and the future of Major League Soccer in Miami.

**Ricardo Guadalupe, Hublot CEO, said:** “It is a privilege to celebrate Hublot’s partnerships with the FIFA World Cup Brazil, Romero Britto, and living legend Pelé here in Miami. Hublot has a strong, deep-rooted history with the sport of football, and we are thrilled to bring this history to life with the launch of our Big Bang Unico Bi-Retrograde Chronograph, the ultimate fusion of watchmaking and football. Partnering with Pelé – the iconic King of Football – and renowned artist Romero Britto allows Hublot to share our dedication to watchmaking, football and art as we prepare to celebrate the World Cup Brazil this summer.”

Although its official name is the "Hublot Big Bang Official Watch of the 2014 FIFA World Cup Brazil™", it has already earned the name "Soccer Bang". There are two versions: an 18K King Gold model with carbon fiber bezel, limited to just 100 pieces, and a black ceramic version, also with a carbon fiber bezel, limited to 200 numbered pieces. Both carry the official logo, on the transparent sapphire crystal back, showcasing the brand’s UNICO manufacture movement.

#### **About “Hublot Loves Football campaign”**

Pelé, José Mourinho, Paris Saint-Germain, Bayern Munich, Luiz Felipe Scolari, Falcao, Roy Hodgson... living legends of football who have chosen Hublot, not only to be ambassadors and friends of the brand, but also to work together on a variety of projects. To mark the forthcoming **FIFA World Cup™**,



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for which **Hublot is the Official Timekeeper and Official Watch**, the Swiss watch brand invites us to discover them in a new, and different way. The result is 12 exceptional portraits which reveal them as they've never been seen before. All of the images tell a story by capturing moments of closeness between the ambassador and the Hublot team: Pelé, the King of Football, was photographed on a stair landing in a fashionable Ipanema hotel in Rio, revealing his kindness and attesting to a strength and fitness extraordinary for his age. Each photo bears Hublot's symbol for the FIFA World Cup: **a football painted and decorated by the renowned artist Romero Britto**. This ball links all those involved in the project with the official watches of the FIFA World Cup™, which are presented in cases in the shape of the football decorated by Britto.