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HUBLOT & PELÉ CELEBRATE 'HUBLOT LOVES FOOTBALL' IN SANTA FE

The “Hublot Loves Football” Campaign World Tour stopped in football adoring Mexico with Hublot CEO **Ricardo Guadalupe** and Brand Ambassador **Pelé** on April 29, 2014. The celebration took place at Hublot’s newest corner at Via Santa Fe in Mexico. The corner is a collaboration with long time retail partner, Berger Joyeros Boutique.

This day marked the Mexico 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.

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



Each of the 2014 FIFA World Cup Brazil™ Watches comes in a unique football-shaped sculpture that has been constructed and decorated by famous Brazilian artist Romero Britto. Adding a special artistic touch to the limited edition timepieces is what the Hublot brand is all about- celebrating the Art of Fusion!

With the special once-in-a-lifetime opportunity to interact with “The King of Football” himself, Hublot CEO, Ricardo Guadalupe presented the new Classic Fusion Chrono Aero Pelé. The Pelé edition is limited to 500 pieces with a mechanical, automatic Hublot chronograph movement. For the even more passionate watch collector, Hublot created a special limited edition, King Power Pelé Tourbillon with a monopusher chronograph and featuring a modern black, ceramic case and yellow ceramic bezel — perfect for the Brazilian Football Lover!

After sunset, Pelé was welcomed by Mexican Star and fellow brand ambassador, Jacky Bracamontes, on the terrace at the Hotel Distrito Capital. Together, with Ricardo Guadalupe, the Hublot Family toasted to Hublot’s Love of Football! Hublot’s most coveted clientele were greeted by Samba dancers, a true taste of Rio, and spent the evening sharing this unique occasion.

Ricardo Guadalupe, Hublot CEO, said: *"It is an immense honour to have been chosen by Pelé, the King of Football! When he came to see us at the Hublot Manufacture in Switzerland, there was an immediate connection. His presence and his enthusiasm for his country and the upcoming World Cup were incredible. We are going to accomplish great things together in Brazil!"*



In a press conference earlier in the day, Pelé expressed his thanks for the great support he always receives from his Mexican Fans: “Mexico is close to my heart since I won the World Cup here in 1970, it brings me Good Luck!” The Hublot ambassador continued, by comparing his past timely scoring to his current punctuality, “Now that I have my own Hublot, I will always be on time.”

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™**, 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.