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## NEW HUBLOT BOUTIQUE IN ULAANBAATAR, MONGOLIA

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This opening signals the brand's rapid expansion in Asia, and more generally worldwide.

After five recent openings last August, in Hong Kong on Causeway Bay, Abu Dhabi in the Marina Mall, China on Shanghai's West Nanjing Road and in the cities of Dalian and Nanjing, Hublot is particularly pleased to announce the opening of its first Mongolian boutique in Ulaanbaatar. As the capital and nerve center of a resource-rich country in the midst of an economic boom, Ulaanbaatar has enormous development potential for the brand and its products. It is the 49th Hublot boutique in the world and the third in Northern Asia after Seoul and Ginza in Tokyo.

Located in the heart of the city in the Central Tower Mall on Su?khbaatar Square next to the Government Palace, the Hublot boutique's 1300 square foot area offers Hublot customers a comfortable space featuring Hublot's "Black" concept design. The unique materials and the fusion of materials which are the hallmark of Hublot watches played a prominent role in the boutique's design. The polished stone floor, the black wall coverings with a full-grain-leather look, the furniture in wood and aluminum, the fittings in glass and metal as well as the sophisticated details give this boutique a resolutely contemporary look. At the entrance, a wall of screens greets visitors with a projection of events and the latest creations.



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The boutique's experienced international staff offers a very high level of service to a clientele who can be received in the privacy of a convivial VIP lounge furnished with comfortable sofas, a library and bar. The final touch is provided by animated showcases developed and designed by Xavier Dietlin, which catch the eye and drive home the brand's image of dynamism and innovation.

“With this first boutique, and thanks to our Mongolian partner Madame Darima Tumor of Chevalier LLC, we are proud to establish Hublot in Mongolia and I am sure of the brand's future success in this country. This new boutique is a perfect reflection of the brand DNA. With its fusion of materials, respect for tradition, creativity and innovation, this exclusive environment will be the perfect setting for welcoming and taking care of our customers,” **noted Hublot CEO Ricardo Guadalupe.**

In addition to certain limited editions, the Hublot boutique will be in a position to offer practically the whole range of Hublot's watch collections including the Big Bang and Tutti Frutti, King Power, Classic Fusion and Masterpieces.

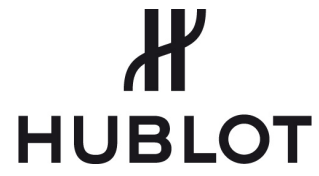
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