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## WORLD'S FIRST HUBLOT POP-UP STORE OFFICIALLY OPENED IN SINGAPORE

### **Kicked Off The Singapore Formula One Grand Prix Festivities With a Big Bang**

**SINGAPORE, September 2012 –**

Singapore's most established luxury watch retailer, The Hour Glass in partnership with Swiss luxury brand, Hublot launched the world's first Hublot pop-up store in Singapore amid much fanfare. Aptly named "BIG BANG", this revolutionary project showcases the world of Hublot for the very first time. Conceptualized and hosted by its exclusive distributor The Hour Glass, the monumental project is a one-of-a-kind in the world.

Collaborating with leading Singapore design extraordinaire Mr Chris Lee of Asylum, BIG BANG is a colossal structure that fuses art and functionality, creativity and aesthetics – terms that are synonymous with the energy and DNA of Hublot. Made up of more than 35,000 individual black 'gems' – hand-folded and strung into a floating ethereal pavilion, Hublot's pop-up store is a show-stopper, drawing the eye of anyone who steps into the main atrium of Paragon Shopping Mall, located in the heart of Orchard Road.

A night of many firsts, the "Royal Million Trio" – US\$5 million Big Bang, US\$1.2



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Million Bang and Baby Million Bang – were presented together, truly a feast for the eye. These stunning timepieces were boldly displayed in a completely open showcase, audaciously inviting guests to go close for an unadulterated view. Thanks to the showcase's high sensory technology, the watch 'disappears' into the showcase in a blink of an eye if one tried to reach for it, eliciting gasps of delight and wonder.

A highlight amongst the guests and glitterati are Hublot's 3D showcases. Not the usual watch display stand, each is a state-of-the-art equipment. Using a clever interplay of animation, movement sensors and digital media, the 3D animation showcases present Hublot watches in a show-and-tease way, leading the viewers on a novel interactive digital journey, adding life and vibrancy to the exquisite watches.

As many would know, Hublot's limited editions are highly collectible timepieces. In celebration of the pop-up store, Hublot amassed close to 70 limited edition models from all around the world and presented them together for the very first time. A feat to be commended, the covetable limited editions collections were among the many highlights of the evening.

Guests were spoiled for choices at the unique Strap Bar, bearing the widest array of Hublot straps in varying colours and materials. Limited edition Hublot straps were also featured alongside the extensive selection, allowing customers to update their Hublot watches with these delectable accessories.

Attended by 300 invited guests, the mood was an upbeat one. The ribbon cutting ceremony was equally impressive with the trumpeters' symphony denoting the start of



the ceremony, followed by a stunning shower of confetti that rained down on the guests from the second floor of Paragon.

Guests were kept enthralled by the finale act by renowned home-grown group, Wicked Aura. They delivered a rousing performance of beat thumping vivacious tunes to everyone's delight and amazement.

The Hublot pop-up store ran for eleven days from 14 September to 24 September to coincide with the Singapore Formula One Grand Prix which runs from 21 – 23 September.