

CHRONOS

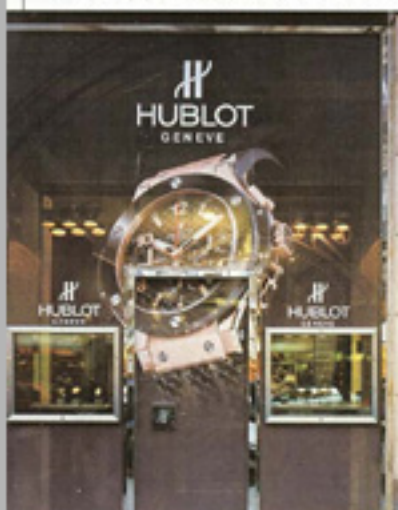
NEWS

HUBLOT CHOOSES PARIS FOR ITS FIRST STORE

Hublot is establishing a new territory and is taking the French capital by storm with its high-tech showcase on the Rue Saint Honoré 271 in Paris, a tailor-made space

devoted entirely to the "Art of Fusion."

Remaining true to his visionary spirit, Jean-Claude Biver has developed an exclusive sales concept for the new space by offering a range of world premiere models. The first model is the Bigger Bang Drive, a revolutionary, upside-down watch in which the genetic codes of watchmaking are turned on their head. Biver has gone so far as to invert the movement, push piece and the crown. The Bigger Bang Drive presents a new vision and a trademark signature for a timepiece that symbolizes the fusion between the art of traditional watchmaking and the art of Hublot.



Hublot has chosen Paris, the City of Light, for its first store, to express the "Art of Fusion."



The Bigger Bang Drive is a revolutionary, upside-down watch that is exclusive to the Hublot boutique in Paris.