

IN-STORE

Hublot aligns with art galleries via Miami Design District opening

December 8, 2014



Hublot's Mr. Brainwash Big Bang Unico

By STAFF REPORTS

During Art Basel Miami Beach Dec. 4-7, Swiss watchmaker Hublot opened the doors to its newest boutique in the city's Design District.

[Sign up now](#)

Luxury Daily

The opening of the watchmaker's Hublot Galerie in Miami's up-and-coming Design District marks Hublot's fourth boutique in the state of Florida. During Art Basel Miami Beach, the city is flooded with affluent art enthusiasts, so opening shop during this time likely melded with the events unfolding for the annual art festival.

Meet me in Miami

Over the weekend, Hublot hosted a grand opening soiree with honored guests such as brand ambassador and Olympic runner Usain Bolt, CEO Ricardo Guadalupe and artist Mr. Brainwash, who created a special limited-edition timepiece for the occasion.

The collaborative wristwatch, Hublot's Big Bang Unico, features brightly colored paint splatters around the dial.

Hublot's boutique is the first of its kind and will exclusively offer the watchmaker's limited-edition timepieces that may be sought after by collectors. Being surrounded by art

galleries, Hublot's planning will elevate its timepieces to be considered more as pieces of arts than functional jewelry.



Entrance to Hublot's boutique in Miami's Design District

In a branded statement, Mr. Guadalupe said, “We believe that the design district is the future of Miami. With its al fresco shopping mall and restaurants, it has become the coolest place to be. The Design District is arty with its many galleries and Pop Art vibe. We therefore wanted to take inspiration from this and create a boutique with a new gallery-inspired design.”

Hublot Galerie joins the watchmaker's Floridian boutiques in Bal Harbour, Palm Beach and Boca Raton. In total, Hublot operates 11 stand-alone boutiques in the United States.

A large event that generates tourism and foot traffic is the ideal time to open a boutique.

For instance, Hublot opened its first Latin American boutique in Rio de Janeiro Feb. 5 as the Brazilian city prepared for the FIFA World Cup 2014 beginning June 12 ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.