

MULTICHANNEL

Hublot illuminates Harrods' windows for anniversary celebration

June 4, 2015



Hublot's Big Bang timepieces on display at Harrods

By KAYSORIN

Swiss watchmaker Hublot is celebrating the 10th anniversary of its Big Bang timepiece with an interactive display and exhibition at Harrods department store in London.

Sign up now

Luxury Daily

The event will include fluorescent window displays with neon lights and an exhibition that will highlight Hublot's ability to bring tradition into the future by exploring the brand's heritage, design and craftsmanship. The prominently lit windows and in-store exhibition will likely entice consumers to stop in and learn more about the Big Bang timepiece and the history of the Hublot brand.

"The collaboration between Harrods and Hublot is a win for both organizations," said Dave Rodgerson, a retail business development executive at [Microsoft Canada](#), Toronto. "Harrods is a well-respected, high end fashion retailer, and this offers Hublot the physical presence they need to make this big splash, (not to mention that short of Selfridges, no one understands the theatre of retail better).

"From Harrods perspective, this is event is content for the marketing event machine that they have become so famous for being."

Mr. Rodgeron is not affiliated with Hublot, but agreed to comment as an industry expert.

Hublot was unable to respond by press deadline.

Bright lights

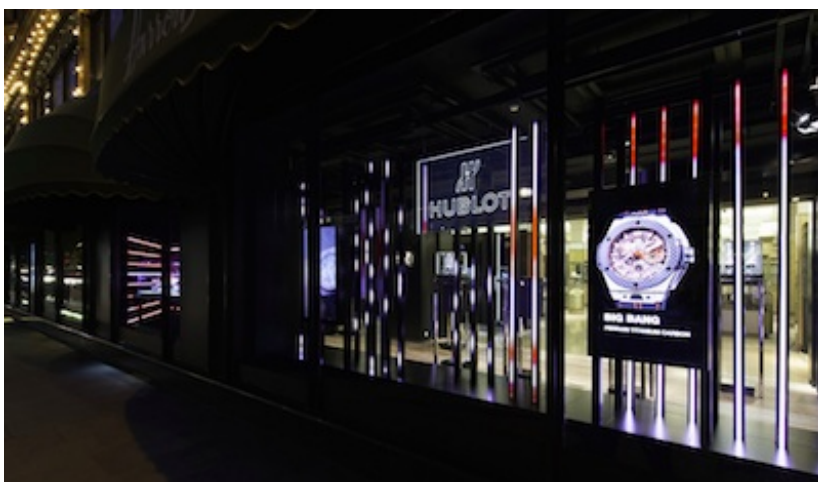
The exhibition at Harrods is the first stop on a world tour that Hublot is taking to promote the Big Bang timepiece on its 10th anniversary. Upcoming destinations include Paris, New York, Hong Kong and Tokyo, among others.



The windows will feature neon fluorescent lights with Hublot's name and logo

The exhibition features a number of displays designed to educate viewers on Hublot's history, craftsmanship and design. Through interactive presentations, Hublot will present a virtual journey of its heritage and many famous timepieces.

Three models in particular will be on display in the United Kingdom, including two pieces from the anniversary collection, the Big Bang Tourbillon five-day Power reserve Indicator Full Magic Gold and the Big Bang "10 Years" Haute Joaillerie Full Baguettes Black Diamonds and one from the Classic Fusion collection, the All Black version 8 Days Power Reserve. All three watches embody Hublot's aesthetic and craftsmanship.



Inside the store there will be a comprehensive exhibition

At Harrods, the storefront windows will be lit with neon fluorescent lights representing a number of important themes for the brand. While the 10th anniversary of the Big Bang is essential, Hublot is also looking to emphasize its collaborative efforts with Ferrari,

Football Teams and other competitive sports.

The in-store exhibit will educate consumers on the process of designing and crafting a Hublot watch, as well as the diverse materials and technology used in the creation. Information about the brand's long history of brand representatives such as Bar Refaeli, Kobe Bryant, Dwyane Wade and Lang Lang will also be included.

Hublot shared this exciting event on its Facebook and Instagram pages, ensuring that consumers around the world would be able to experience the exhibition online.



Three timepieces from the Big Bang collection will be on display

Bigger than ever

Hublot began preparing for this initiative earlier this year by inviting consumers to collaborate on the planning. The Swiss watchmaker recognized “boldness and creativity” with a design contest as part of the 10th anniversary of its Big Bang timepiece.

The Hublot Design Prize, launched April 27, was open to young independent designers, with the aim of helping them assert their voice and allowing the winner to gain public attention. For Hublot, creating a contest focused on design enabled the brand to mirror its own dedication to ingenuity ([see story](#)).

This is not the first time that Hublot has uses the storefront windows at Harrods to mark a significant occasion. For example, in 2014 the Swiss watchmaker turned to the British department store to increase awareness for its innovative timepieces.

Instead of an internal pop-up boutique, found somewhere within the department store, Hublot aimed for maximum visibility by staging the event within Harrods' Brompton Road windows. The displays, up from July 31 to Aug. 24, showed off notable pieces in Hublot's range that speak to craftsmanship and heritage ([see story](#)).

The collaboration between Hublot and Harrods has the potential to help both brands connect with consumers.

"Harrods constantly strives for original and unique ways to engage with clients," Mr. Rodgeron said. "Hublot as a brand, excels at this, making it the perfect partnership to

create engaging and innovative retail theatre with exclusive product with a real point of difference.

"This is an interesting use of technology to create an interactive experience that will appeal to many tech savvy consumers."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/rSrWgxMGSXY>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.