

IN-STORE

Hublot fetes Chengdu store opening through panda art project

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Hublot Big Bang Panda timepiece

By STAFF REPORTS

Swiss watchmaker Hublot is using art to raise awareness and funds for the protection of pandas.

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On Oct. 16, Hublot opened a new boutique at IFS Chengdu and simultaneously launched a Heart Panda Public Art Exhibition on the floor of the mall, as well as a special Big Bang Panda timepiece. Having this cause-centered campaign surrounding the opening will help Hublot forge a connection with consumers in its new space and communicate its its priorities.

Wildlife conservation

The Big Bang Panda watch celebrates the 10-year anniversary of Big Bang as well as the 35th year of World Wildlife Foundation China. This timepiece includes an 18-karat white gold hand-engraved panda and a hand-painted bamboo motif on the dial.

Hublot will auction off the watch at a VIP event for the store opening, with all of the proceeds going to WWF to aid its work in protecting pandas and promoting sustainability.

Through its "Hublot Loves Art" campaign, the brand has set up an exhibit of panda sculptures at IFS Chengdu. One art piece created by brand ambassador Chen Man is completely set with diamonds.



Hublot exhibition

"I'm very glad to be here to witness this glorious moment in China, celebrating the 35th anniversary of WWF China," said Hublot CEO Ricardo Guadalupe in a brand statement. "Hublot has always considered sharing to be the base of corporate social responsibility. Through sharing, we could facilitate more and more social organization, charities and environmental foundations so that we could create harmonious development of the society and move forward to a brighter future.

"I would also like to thank all our guests for being here to celebrate with us the 10th anniversary of our iconic Big Bang and the opening of IFS boutique," he added. "Hublot will keep on moving forward with the principle of Art of Fusion' and bring new great timepieces to our customers."

Hublot frequently incorporates art into its retail events.

During Art Basel Miami Beach Dec. 4-7, 2014, Swiss watchmaker Hublot opened the doors to its newest boutique in the city's Design District.

The opening of the watchmaker's Hublot Galerie in Miami's up-and-coming Design District marked 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 ([see story](#)).

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