

IN-STORE

## Hublot honors Bruce Lee's spirit with personal retrospective

March 31, 2016



*Spirit of Big Bang Bruce Lee Be Water Limited-Edition timepiece*

By STAFF REPORTS

Swiss watchmaker Hublot is paying homage to Kung Fu legend Bruce Lee with an exhibit at its store in Taipei 101.

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"Be Water My Friend: The Legend of Bruce Lee Memorial Exhibition," up from March 31 to April 10, displays precious items that the martial artist owned along with limited-edition Hublot timepieces. Hublot explains that just as Mr. Lee fused East and West, it has brought together tradition and modernity since its beginning, making this celebration of the artist's life fitting.

### Kung Fu fighting

The exhibit was inaugurated in Beijing during the opening of Hublot's boutique in SKP Beijing. A partnership with the nonprofit Bruce Lee Foundation, the philosophy-themed exhibit was up from March 1-6.

Items on display include a Tang-style Kung Fu jacket, a script from "Way of the Dragon," a reproduction of the Kato mask used in "The Green Hornet" and a business card from the Bruce Lee Martial Arts Studio, which the fighter founded.



*Hublot exhibit in Taipei*

For the exhibit, a Bruce Lee Mirror was also created, enabling visitors to view some of the star's most infamous moves through a cylindrical photo frame composed of glass fragments.

Hublot has created the Spirit of Big Bang Bruce Lee Be Water Limited-Edition in honor of the superstar. With a design based on the dragon pattern on Mr. Lee's desk, the watch will be produced in a series of 100.

The watchmaker frequently uses its stores as exhibition spaces, teaming with nonprofits to bring stories to shoppers.

For instance, Hublot used art to raise awareness and funds for the protection of pandas.

On Oct. 16, 2015, 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 helped Hublot forge a connection with consumers in its new space and communicate its its priorities ([see story](#)).

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