

APPAREL AND ACCESSORIES

Hublot zeros in on power and film for its latest watch reveal

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Hublot's MP-05 LaFerrari Sapphire watch

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Swiss watch brand Hublot is taking a cinematic approach for the unveiling of its latest watch to show off the full power of the record-breaking timepiece.

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The new Hublot MP-05 LaFerrari Sapphire watch was created in partnership with Italian automaker Ferrari to embody its hybrid supercar, the FXX K. The new watch has a power reserve of up to 50 days, a first for the brand and was revealed with a short film shown on the roof of the Ace Museum in Los Angeles.

"A first among firsts, 'LaFerrari' Sapphire brings together the best and most cutting-edge technology in the construction of the watch and its movement, the FXX K supercar that provided its inspiration, and now in the digital revolution provided by the best and most famous animated film studio, Digital Domain," said Ricardo Guadalupe, CEO of **Hublot**.

Watching innovation

Hublot is showing off its futuristic watch in a big way to convey a powerful image. The new 50-day power reserve for the watch is a big move and the manufacturer is hoping to make a big splash with the innovative film.



Hublot's video

Last night Hublot guests were invited to a film showing to reveal the LaFerrari Sapphire watch. The new product, which takes on a futuristic look with a clear casing to reveal its mechanics inside, was designed with the Ferrari FXX K as its inspiration.

Visual effects production company Digital Domain was behind the promotional film. The production company is known for providing effects for box office films such as "Titanic," "Deadpool" and the seventh installment of the "Fast and Furious" franchise.

The film blends the idea of performance power from the automobile, a futuristic theme and cinematic drama into a short to encompass the experience of the watch. Opening up on what is labeled as the innovation lab for Hublot, the film shows high tech equipment popping up within the desert.

Ferrari's FXX K is shown speeding through the location and driving through laser technology, which then attempts to harness the power into the watch. At first try the Ferrari is only able to produce a power reserve of 18 days for the watch and promptly tries again, achieving 30 days.

As the sports car drives through the technology over and over again, the watch slowly comes together. Eventually, the final drive attains a 50-day power reserve and the watch is complete.



The Ferrari works to achieve a 50-day power reserve

The watchmaker brought the classic idea of a drive-in film into a futuristic reality, by showing the film to an audience on a Hollywood rooftop, where viewers lounged in Ferrari's instead of theater seats.

Hublot partnerships

Hublot often jumps into partnerships for a multitude of promotional reasons, but also for charity.

The watchmaker recently supported soccer superstar Pel as he auctions 2,000 pieces of memorabilia for a good cause. The brand was the title sponsor for the auction "Pel The Collection," which was held by Julien's Auctions in June.

Before the archival items were sold, Hublot held a six-day exhibit at the Mall Galleries in London, looking back on the career of its brand ambassador ([see more](#)).

The manufacturer also recently adopted a soccer theme with a series of portraits of some of the game's key players. Tied to the brand's partnership with the 2016 UEFA European Championship, the Hublot Loves Football campaign asks the soccer stars, "What is Your Euro Moment?"

As the self-described first luxury watchmaker to invest in soccer, this campaign enabled Hublot to commemorate its 10-year affiliation with the sport and look forward to more collaborations ([see more](#)).

"So I know this watch by heart, every feature, every detail, the film literally plunged me into sensations that I have never felt before," Mr. Guadalupe said. "I feel as if I am this watch, this car; I am speed, technology, invention, the record."