

JEWELRY

## Hublot takes to Cannes, Saint-Tropez for the summer

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*Hublot's Big Bang Blue is sold at its stores in Cannes and Saint-Tropez, France. Image courtesy of Hublot*

By STAFF REPORTS

Swiss watchmaker Hublot is making waves on the Cte d'Azur with the opening of two new boutiques.

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Similar to its wintry Alpine-themed shops in Zermatt and Courchevel, Switzerland ([see story](#)), the two new storefronts will reflect the Mediterranean's nautical air. Designing boutiques to reflect location rather than a singular branded vision has grown in popularity recently as consumers set out for experiential purchasing journeys.

### Into the blue

Instead of the Alpine-styled huts Hublot have styled for colder climates, the Swiss watchmaker took a nautical approach to its shops in Cannes and Saint-Tropez.

Seafaring codes are found through the design of the boutiques with interior walls paneled in aged oak to suggest pontoons, rope handles with sailor's knots and display cases in wood and nautical-colored fabrics.



*Hublot's boutique in Cannes, France. Image courtesy of Hublot*

Hublot also selected jute carpeting and sand-colored seating for its Cte d'Azur boutiques.

Taking the concept a step further, Hublot invited brand ambassador and style icon Lapo Elkann to the Saint-Tropez opening, but instead of the standard ribbon-cutting ceremony, CEO Ricardo Guadalupe and Mr. Elkann broke a Champagne bottle on the "hull" as if it were a ship launch.



*Hublot's boutique in Saint-Tropez, France. Image courtesy of Hublot*

To celebrate the summer shop openings, Hublot has released a cerulean blue ceramic version of the Big Bang Blue timepiece. The beach-ready design includes a blue and white natural rubber strap, or a blue alligator leather option.

Given Cannes and Saint-Tropez popularity has summer vacation spots, Hublot has fitted the Big Bang Blue with the UNICO manufacture movement and its self-winding flyback chronograph, which will keep time for three days.

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