

JEWELRY

Hublot picks Vancouver for first Canadian store

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Hublot's boutique in Vancouver. Image courtesy of Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is making its Canadian retail debut with a boutique in Vancouver, British Columbia.

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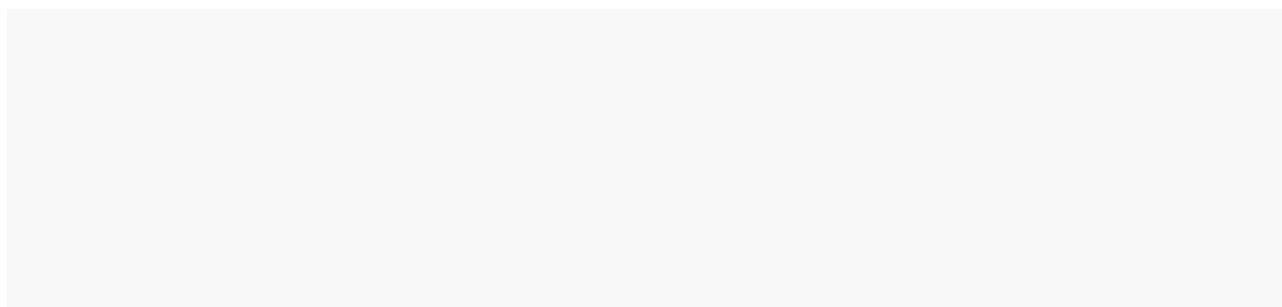
Hublot's newest direct-operated store is situated on Alberni Street, with numerous luxury neighbors including Tiffany & Co., Versace, Burberry, De Beers, Prada and Saint Laurent. The Canadian market has recently gained attention from luxury brands, with a number of retailers opening their first direct-operated locations in the past year.

Canadian debut

Hublot's Vancouver boutique marks the brand's 15th North American location. Despite the debut of its direct-operated store network in Canada, Hublot has had a retail presence in the market through jewelers.

The two-floor store is the only retail destination in the area with an upstairs lounge, which features floor-to-ceiling windows.

This boutique will be the exclusive retailer of the Hublot Classic Fusion Chronograph Canada, a watch made specifically to celebrate the grand opening. Reflecting the red found on Canada's flag, the watch includes crimson detailing on bezel, dial and alligator straps.



Hublot celebrates the grand opening of its first Canadian Boutique @hublot_vancouver and unveils the #ClassicFusionCanada. #HublotVancouver

A post shared by Hublot (@hublot) on Sep 26, 2017 at 1:45am PDT

Further referencing its national symbols, a maple leaf is engraved on polished ceramic on its case back. Housed in a maple wood box, the timepiece was produced in a run of 30.

"We are thrilled to open our first boutique in Canada and reveal our new timepiece, the Classic Fusion Chronograph Canada exclusive to this store," said Jean-Francois Sberro, managing director of Hublot North America, in a statement. "This is a special time for Hublot to expand in Canada as the country celebrates their 150 years of independence, and we anticipate positive growth in this new market.

"Our boutique is in great company in the luxurious shopping district on Alberni Street and we look forward to developing in new Canadian cities very soon," he said.



Inside Hublot's Vancouver store. Image credit: Hublot

Watchmakers in particular have been setting their sights on Canada in recent months.

IWC and Vacheron Constantin, both owned by Richemont, opened storefronts within Toronto's Yorkdale Shopping Centre this summer ([see story](#)).