

TRAVEL AND HOSPITALITY

## JetSmarter extends offerings beyond travel via Hublot partnership

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*JetSmarter is allowing Hublot owners to fly for free. Image courtesy of JetSmarter*

By STAFF REPORTS

Swiss watchmaker Hublot has become the official timekeeper of private aviation marketplace JetSmarter.

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To kick off the relationship, Hublot has developed a timepiece exclusively for members of JetSmarter, providing a perk to those who sign up. Looking to build more of a lifestyle around their services, many private aviation firms have linked with brands in hard luxury goods categories, offering exclusive access to leather goods or jewelry.

"Our membership experience is unrivaled, in terms of luxury and convenience," said Sergey Petrossov, founder and CEO of JetSmarter, in a statement. "By partnering with top brands such as Hublot, we are able to expand on that experience beyond our premier travel offerings, to provide an item that simply cannot be bought outside of our elite community."

"This piece of fine jewelry is rare and symbolic of the connection across our community of leaders and savvy travelers," he said.

### Watching aviation

This partnership comes after JetSmarter launched a perk for proud Hublot owners, giving them a free ride in exchange for social promotion.

In a special offer, those who posted a photo of themselves wearing a Hublot watch to Facebook or Instagram, tagging it with @JetSmarter and #JetSmarter, could get a free shuttle ride on select one-way routes that were under three hours. While not in partnership with Hublot, the offer leaned on the luxury cachet of the watch brand, whose fans include athletes and artists ([see story](#)).

Now JetSmarter is officially linking with Hublot. Consumers who purchase JetSmarter's three-year Sophisticated membership by Feb. 28 will be able to purchase a limited-edition watch from Hublot.



*Hublot's JetSmarter branded timepiece. Image courtesy of JetSmarter*

Hublot's Classic Fusion Carbon Fiber "JetSmarter" timepiece, made in a series of 25, features a black ceramic 45 millimeter case. The counter at 3 o'clock features the JetSmarter logo.

"We're excited to partner with JetSmarter to launch this unique and exclusive edition," said Ricardo Guadalupe, CEO of Hublot. "This timepiece is so special because it reflects what Hublot is all about: style, progression and innovation.

"Members can wear the watch with pride knowing that they possess a timepiece of considerable rarity and beauty in a sea of simply expensive watches," he said.

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