

JEWELRY

## Hublot furthers Mediterranean presence via Porto Montenegro partnership

July 20, 2018



*Classic Fusion Chronograph Porto Montenegro. Image courtesy of Hublot*

By STAFF REPORTS

Swiss watchmaker Hublot is honoring its nautical heritage by becoming the official watch and timekeeper of the Porto Montenegro Marina and Yacht Club.

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Opened a decade ago, the marina and yacht club in the Bay of Kotor has become a hot spot for sailors, with 450 berths, residences, a five-star hotel and retail. The Mediterranean has been a key focus for Hublot in recent years, leading the watchmaker to expand its retail footprint and outreach to the region.

Dropping anchor

Hublot has had a retail presence in the Mediterranean for more than a decade. The LVMH-owned brand set up shop in Saint-Tropez's Htel Byblos in 2007.

Hublot made waves on the Cte d'Azur with the opening of two new boutiques last summer.

Last year, the watchmaker opened four direct-operated boutiques in Cannes, Saint-Tropez, Capri and Porto Cervo ([see story](#)). A few weeks ago, the brand also inaugurated a Monaco store.

Now the brand is investing further in the region through this partnership with Porto Montenegro. The port was built on the ruins of an arsenal, with LVMH chairman and CEO Bernard Arnault among the men at the helm of the project.

"This exciting new partnership unites the watchmaking and timekeeping expertise of Hublot with our exclusive marina lifestyle community," said David Margason, managing director of Porto Montenegro, in a statement. "We are delighted to welcome Hublot onboard and look forward to collaborating with them on our extensive calendar of yacht club regattas and member social events."



*David Margason, managing director of Porto Montenegro, with Ricardo Guadalupe, CEO of Hublot*

To celebrate the new alliance, Hublot created the Classic Fusion Chronograph Porto Montenegro. Limited to 30 pieces, the timepiece has the Porto Montenegro logo on the dial at 3 o'clock, as well as on the caseback.

The watch comes with a blue rubber and calfskin strap. The limited-edition will be available at Excelsior in Porto Montenegro, as well as other locations in Central Europe.

"Hublot has become a key player on the Mediterranean coastline, dropping anchor in historical harbors such as Cannes, Saint-Tropez, Monaco, Capri and Porto Cervo as well as in more intimate havens like Porto Montenegro," said Ricardo Guadalupe, CEO of Hublot, in a statement. "Hublot again demonstrates its capacity to constantly renew itself while respecting its own proud history and tradition. The classic fusion Porto Montenegro is the fusion of these core beliefs."

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