

JEWELRY

## Hublot strengthens Southeast Asia presence with Vietnam boutique

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*Hublot celebrates opening of new boutique with pianist Lang Lang. Image credit: Hublot*

By STAFF REPORTS

Swiss watch brand Hublot is celebrating its first physical presence in Vietnam with a musical event.

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The watchmaker is debuting its first boutique in Vietnam, located in the capital city of Hanoi and operated by The Hour Glass. A special event will be held at the city's Opera House, located nearby, featuring a world famous pianist.

Southeast Asia

Chinese-American pianist Lang Lang believes that Hublot is a reflection of his own values, respectful of tradition but looking towards the future. He will perform at the Opera House in Hanoi to celebrate the launch while wearing his own Hublot timepiece.

"I don't just want to be a pianist, I want to influence the next generation," said Lang Lang in a statement. "Playing in itself is nothing, technique and hours of work only have meaning if they allow you to explore something new.

"Tradition inspires me and it is freedom that allows me to give my own interpretation of the music on stage," he said.

Hublot's new Vietnam boutique will be located in the Sofitel Metropole Legend Hotel Hanoi.

It will feature a variety of collections, as well as act as a launch space for exclusives.

The new location helps continue its established presence in Southeast Asia, and will be the fourth location in the region to be operated by The Hour Glass.

"It gives me great joy to unveil a new addition to our network of Hublot boutiques around the world here in the heart of Hanoi's Old Quarter, a place that is rich in heritage, culture and history," said Ricardo Guadalupe, CEO of Hublot, in a statement. "It is indeed a fitting and strategic location to showcase Hublot's vision combining traditional craftsmanship whilst striving for innovation.

"Hublot is pleased to have been partners with The Hour Glass for over 39 years and this burgeoning partnership will continue to strengthen as we conquer the Southeast Asian region together," he said.



*Hublot celebrates its opening in Vietnam. Image credit: Hublot*

The Swiss watchmaker has also unveiled a digital boutique that aims to make the online shopping experience more compatible with what customers would see when going into a physical store.

Hublot's Digital Boutique allows any customer the ability to discuss the intricacies of different products with Hublot sales associates in real time, just as they would if they went into the store. The digital boutique is part of a larger trend in physical retail that sees brands more closely integrating their online and offline experiences ([see story](#)).

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