

JEWELRY

Hublot invests in London with mono-brand boutique

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Hublot's London flagship. Image courtesy of Hublot

By STAFF REPORTS

Swiss watchmaker Hublot has opened its first direct-operated flagship in London, creating an immersive brand environment for British consumers.

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On Sept. 17, the brand inaugurated the boutique, located on New Bond Street, with an affair that included a Champagne reception and dinner at Beck in Brown's Hotel. Hublot has recently opened its own brand stores in cities such as New York and Paris, allowing it to create a full brand shopping experience in key markets.

London calling

While Hublot has been present in the London market with boutiques in Harrods, Selfridges and other multi-brand stores, this marks its first flagship in the city.



Inside Hublot's London flagship. Image courtesy of Hublot

"After successful boutiques openings in New York, Geneva and Paris, we are delighted to be offering Hublot fans a mono brand boutique in the heart of New Bond Street," said Ricardo Guadalupe, CEO of Hublot, in a statement. "The brand has been represented in London for decades but this marks our first own-name boutique in the city [and] confirms the importance of this market, while providing a springboard for all our U.K. activities.

"Our retail network currently comprises of 92 boutiques, strategic located within the world's most prestigious shopping areas," he said. "Together, they are testament to the success of our brand and enable our customers to enjoy a full-immersion Hublot experience."

To mark the occasion, Hublot has extended its partnership with the Chelsea Football Club for another three years.

In 2015, Hublot looked to gain recognition among soccer fans through its new position as official watch and timekeeper for the Chelsea Football Club.

Through this partnership, officially announced at the first game of the season for the reigning English Premier League champions, Hublot has placement on the LED scoreboards as well as through clocks placed around their home Stamford Bridge stadium. Hublot picked the partnership as a way to showcase their shared values of a passion for their craft and a dedication to quality and perfection ([see story](#)).

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