

WATCHES AND JEWELRY

## Hublot honors partnerships with Harrods pop-up

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*Hublot is hosting a takeover of the watch room atrium. Image courtesy of Hublot*

By STAFF REPORTS

Swiss watchmaker Hublot is feting its ties to the sporting and art worlds with a takeover in Harrods' windows and watch department.

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A pop-up exhibition highlights Hublot's alliances with Ferrari, the ICC Cricket World Cup and tattoo artist Maxime Plescia-Buchi. With this display, Hublot will be able to alert passersby to the breadth of its affiliations.

### Partnership promotion

Hublot is being featured in three of Harrods' Brompton Road windows. The first window displays the new Ferrari Safety car, which sits on racing asphalt.

For the 90th anniversary of Scuderia Ferrari, Hublot has created special edition timepieces, which also feature in the window.

Hublot is also highlighting its partnership with the ICC Cricket World Cup. A window complete with a green counts down to the tournament.

The last window in the exhibition features Hublot's The Art of Fusion concept.



*Hublot's exhibition at Harrods. Image courtesy of Hublot*

In the exhibition area, Hublot has also teamed with Ms. Plescia-Buchi on a lounge that features dcor in the style of her geometric tattoos.

Within Harrods, Hublot is also taking over the Fine Watch Room Atrium in the watch department. A display centers on Richard Orlinski animal sculptures.

Opened on April 9, the exhibition will be up until mid May, with the watch room display remaining until June 7.

Hublot previously turned to Harrods to increase awareness for its innovative timepieces in 2014.

Instead of an internal pop-up boutique, found somewhere within the department store, Hublot aimed for maximum visibility by staging the event within Harrods' Brompton Road windows. The displays showed off notable pieces in Hublot's range that speak to craftsmanship and heritage ([see story](#)).

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