

WATCHES AND JEWELRY

Hublot commits to rhino conservation cause

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SORAI's Kevin Pietersen with Hublot's Ricardo Guadalupe. Image courtesy of Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is putting attention on the problem of rhinoceros poaching through a partnership with a conservation organization.

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The watchmaker is linking with Save Our Rhinos Africa and India (SORAI) to raise awareness for the cause. Demand for rhinoceros horns has put wild populations at risk, moving companies such as Hublot to get involved.

"There are around 28,000 rhinos remaining worldwide, 23 times fewer than there are African elephants," said Ricardo Guadalupe, CEO of Hublot, in a statement. "Poaching is one of the main threats they face.

"Major steps have been taken by governments to introduce regulations, but informing consumers and changing their behavior remains a key challenge in the fight against poaching," he said. "If Hublot can play a role in raising awareness, then I would be delighted."

Protecting rhinos

Former cricket player and Hublot ambassador Kevin Pietersen founded SORAI in 2018. The organization supports those who are working to save the population of rhinos around the globe through fundraising, public awareness campaigns and education.

"Our planet is home to five species of rhinoceros: the black rhino and the white rhino, which live in Africa, and the Sumatran, Javan and Indian rhino, which inhabit the tropical forests and swamps of Asia," Mr. Pietersen said in a statement. "According to the International Union for Conservation of Nature, of these five species, the black, Javan and Sumatran rhino are now considered critically endangered', white rhino are nearly threatened' and Indian rhino are vulnerable.'

"I am appalled by the brutality they face," he said. "There is an urgent need for action, and Hublot's support for this is crucial. By reducing the time it takes to act, we can protect as many rhinos as possible."

[View this post on Instagram](#)

Two White Rhino bulls relaxing in the afternoon sun (golden hour). #sorai2018 #sorai #rhinohorn #rhino #horn #savethespecies #endangeredspecies #endangered

A post shared by SORAI (@sorai2018) on Aug 17, 2019 at 8:26pm PDT

Instagram post from SORAI

Part of SORAI's work includes supporting the care of orphaned baby rhinos. These young rhinos are then released back into the wild.

Putting attention on rhinos, Hublot will soon be releasing a timepiece as part of its partnership with SORAI.

Other luxury houses have put their weight behind conservation causes.

For instance, Spanish fashion house Loewe joined the fight against the ivory trade with a collection of handbags in support of the Elephant Crisis Fund.

As part of the Knot On My Planet campaign, Loewe worked with Samburu artisans to create special editions of its Elephant bags for the ECF. The fashion industry has been working to tackle elephant poaching, looking to prevent the extinction of the endangered species ([see story](#)).