

WATCHES AND JEWELRY

## Hublot inaugurates first Indian boutique

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*Exterior of Hublot's Mumbai boutique. Image courtesy of Hublot*

By STAFF REPORTS

Swiss watchmaker Hublot has opened its first boutique in India within Mumbai's Palladium Mall.

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Hublot sees this latest opening as an opportunity to reach the broader Indian population. Other luxury brands have recently eyed the potential in India, with plans to enter the market.

"We are delighted and proud to open India's first Hublot boutique in one of most well-known luxury retail destinations in the country," said Ricardo Guadalupe, CEO of Hublot, in a statement. "This opening demonstrates not only the success of the brand, which goes from strength to strength since the birth of the iconic Big Bang in 2005, but also Hublot's willingness to constantly challenge fine watchmaking by fusing tradition with innovation, while offering the highest level of service to its clients.

"Today marks a new milestone for Hublot, and the Mumbai Boutique will, for sure, serve as a springboard for Hublot in India and worldwide," he said.

### Mumbai move

Hublot's boutique is more than 480 square feet. Situated on the ground floor of the four-level mall, the store represents Hublot's "Art of Fusion" brand pillar.

Pop art paintings depict Hublot's Big Bang timepieces, while the boutique's design brings together different materials.



*Hublot's Mumbai boutique. Image courtesy of Hublot*

At the opening, Hublot set up a cricket pitch. Brand ambassador and former cricket player Kevin Pietersen taught Mr. Guadalupe how to bowl.

Meanwhile, friend of the brand Rohit Sharma spoke to the attendees via a live stream. The cricketer is the vice captain of the Indian national team and was away for the country's test match against South Africa.

Both athletes share a passion for animal welfare. Mr. Pietersen's conservation organization Save Our Rhinos Africa and India (SORAI) recently teamed with Hublot to put attention on the problem of rhinoceros poaching ([see story](#)).

Hublot is opening in Mumbai as more Indians shop for luxury at home.

As China has affirmed its place as one of the most influential luxury markets, India's luxury business has seen double-digit growth and is likely to become one of the most valuable emerging markets.

Indian affluents are likely to increase spending across luxury categories, including fashion and travel, according to Agility Research's 2019 Affluent Insights study. As infrastructure in India continues to improve, the domestic luxury market is likely to see significant growth, similar to the evolution of the Chinese luxury market in recent years ([see story](#)).

U.S. jeweler Tiffany & Co. is also expanding to India through a joint venture, catering to the growing population of luxury clientele in the market. Through a partnership with Reliance Brands Limited, Tiffany plans to open stores in Delhi and Mumbai ([see story](#)).

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