

WATCHES AND JEWELRY

Swiss watch brand Hublot opens its largest flagship store worldwide in Tokyo

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Hublot's newly opened flagship boutique in Tokyo's Ginza district. Image courtesy of Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot May 26 opened its largest flagship store in the world in Tokyo's posh Ginza district in a gesture that acknowledges the power of its No. 1 consumer market.

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The store in Tokyo's Chuo-dori Street joins Hublot flagships in Place Vendome in Paris, RueduRhne in Geneva, Fifth Avenue in New York, New Bond Street in London and Heritage in Hong Kong. The boutique opens as Hublot marks its 40th year.

"We are honored to celebrate the opening of our new flagship boutique in Tokyo," said Hublot CEO Ricardo Guadalupe in a statement.

"In only 40 years, Hublot has seen many firsts and many successes, and today is again another milestone for our maison," he said. "We have long had presence on the most prestigious streets in the world's metropolises and from today in Japan too, our number one market."

French luxury conglomerate LVMH owns **Hublot** as part of its portfolio of watch brands that includes Tag Heuer and Zenith.

Hublot in 2011 opened its first boutique in China before relocating to the current location. The brand now has four stores in Japan, including standalone shops in Osaka and Kyoto and the shop-in-shop Isetan Tokyo location.



Hublot Tower in Tokyo's Ginza district. Image courtesy of Hublot

Towering market

The new boutique, also called the "Hublot tower" due to its 185-foot-tall facade, reflects the brand's Art of Fusion concept focused on the blending of materials and ideas.

Customers will be immersed in the world of Hublot across three floors. The whole collection will be displayed on the ground floor, the VIP experience room on the second floor and the exhibition area on the third floor.



Hublot watches in Tokyo flagship store. Image courtesy of Hublot

A key design feature of the boutique is the nearly 30-foot crystal chandelier installed on the vaulted ceiling, which is atypical of Japanese retail stores.

The open entrance hall is designed to welcome visitors, with each floor displaying floor-to-ceiling pop artworks featuring Hublot timepieces and movements on the walls.

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