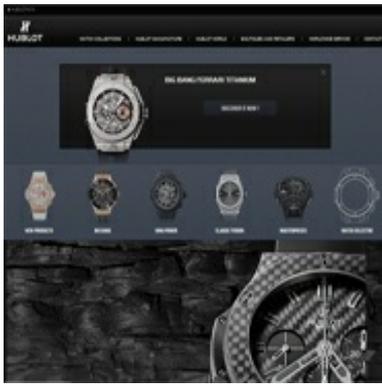


INTERNET

Hublot emphasizes digital prowess via site relaunch

August 16, 2012



By RACHEL LAMB

Swiss watchmaker Hublot is polishing its digital strategy through a new Web site that acts as a hub for products, brand culture and corporate social responsibility.

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Consumers can look intricately at products, learn about brand responsibilities, watch videos and see high-resolution articles. It can be accessed at <http://www.hublot.com>.

“Some of the best practices when developing a new Web site for a luxury watchmaker are several strategies that Hublot initiated,” said Andrea Wilson, Fort Worth, TX-based luxury practice lead at [iProspect](#). “The first was clear and detailed features to learn more about the products.

“Specifically for Hublot, the the views, zoom, comparison and save-to-favorites features all help customers in their online research phase,” she said. “The large images are necessary and appreciated as visitors are browsing the products.”

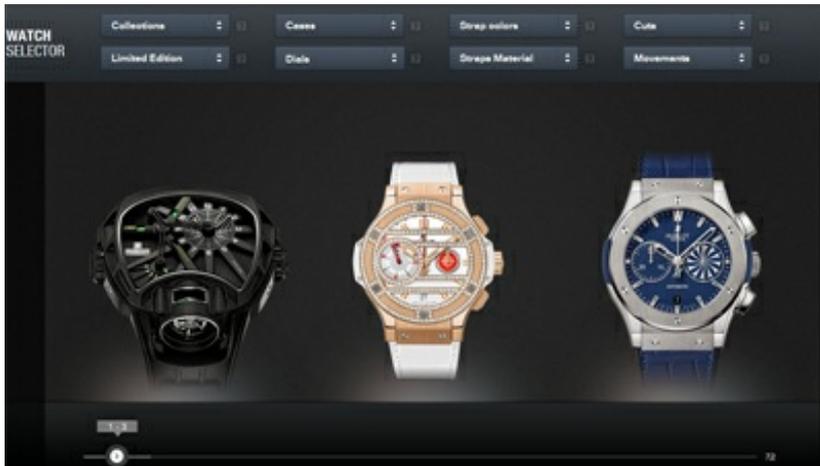
Ms. Wilson is not affiliated with Hublot, but agreed to comment as an industry expert.

[Hublot](#) did not respond before press deadline.

Face time

When consumers first load the Hublot Web site, a video automatically starts up that takes a look at different watch pieces.

The site is divided into sections: watch collections, Hublot manufacture, Hublot world, boutiques and retailers, worldwide service and contact.



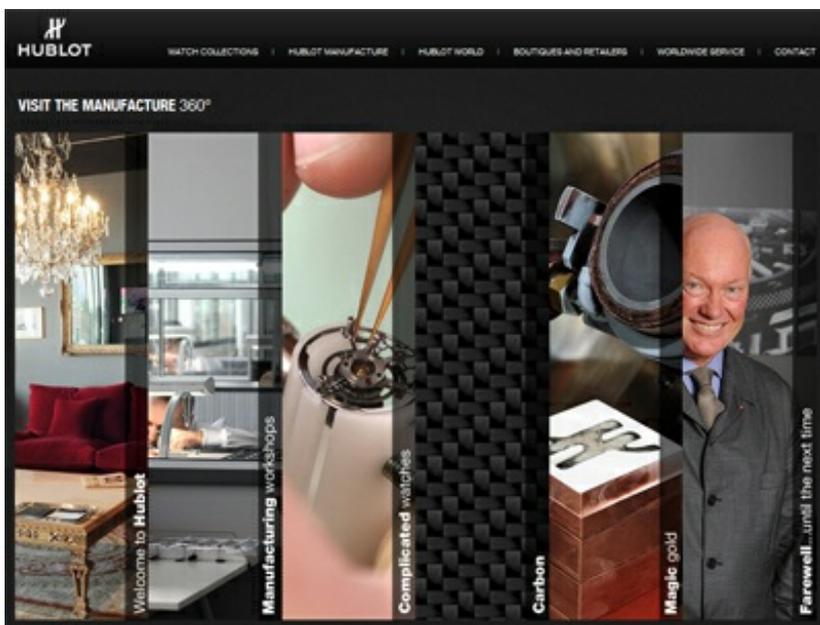
Hublot site

Running a cursor over each of the five sections brings up a drop-down menu for further information and graphics.

One of the featured timepieces on the site is the Big Bang Ferrari Titanium 45mm. When consumers run their cursors over featured watches, they can look at this watch specifically as well as other collections including Big Bang, King Power, Classic Fusion and Masterpieces.

Consumers can also build their own watches using an outline and selecting the metals, cases, dials, straps, movements and icons.

In Hublot Manufacture, consumers are completely engrossed in the Hublot world. They can take a digital 360-degree tour of the Hublot factory, learn the brand history and see all of the materials used in the products.



Tour of the factory

Hublot World details all of the brand ambassadors, friends, special projects and corporate social responsibility efforts.

The brand boutique and retailer finder lists all of the worldwide selling spots and offers a map.

Contact and Worldwide Service contain links to Hublot representatives to offer support on taking care of products and repairs.

“I love the manufacture section where the brand goes through what makes its watches unique – the components, materials, craftsmanship, heritage and movements,” Ms. Wilson said. “This allows the visitor to dive deep into what makes Hublot special and luxurious.

“The Web site also has some excellent content for watch maintenance and user guides, both in PDF and video formats,” she said. “That is uncommon and a very valuable addition to customer service for Hublot’s customers.”

Site seeing

Just like brands must refresh their store windows and layout, it is also good to switch up digital efforts every once in a while.

For example, Swiss watchmaker Breitling showcased an extremist lifestyle of ocean-diving and aviation to boast its watches’ durability as the theme of its new Web site relaunch ([see story](#)).

Also, French fashion label Louis Vuitton revamped its Web site to better emphasize aspects such as customer service, ecommerce and the branded lifestyle, but perhaps it should have left alone what was a working site instead of sacrificing functionality for beauty ([see story](#)).

Hublot seems to be taking a page from other retailers who have recently developed their sites and abstained from using Flash.

Flash is not a good idea for luxury marketers because it slows load time and makes search optimization difficult.

The only problem on the Hublot site is that it does not offer price on the Web site, according to Ms. Wilson.

“I realize avoiding clear mention of pricing is a strategy for some luxury brands, but as new visitors and potential new customers come to the new Web site, they cannot tell what the price point is of the merchandise,” Ms. Wilson said.

“By having pricing on the site, visitors can be pre-qualified, to avoid focusing on visitors that are not relevant and appropriate to the brand,” she said.

Final Take

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