



CLASSIC FUSION MADRID BOUTIQUE SHOWCASING A GOLDEN CROWNING TOUCH

**BORN FROM THE ORIGINAL 1980 HUBLOT WATCH DESIGN & SHAPE,
THE CLASSIC FUSION MADRID BOUTIQUE SHAKES UP CONVENTIONS
IN GRAND STYLE, SMARTLY ATTIRIED IN BLACK CERAMIC ON WHICH
ALL THAT GLITTERS IS INDEED GOLD.**

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A NEW WATCH IN THE CROWN

In September 2022, Hublot opened its second boutique in the Spanish capital city of Madrid. Since 1980, the Swiss watchmaker has formed a unique and special bond with Spain. From royalty to sports, from Michelin-starred gastronomy to celebrities, Hublot has been engraved on Spanish hearts for more than 40 years. Since becoming one of the brand's early adopters through its first rubber and gold watch, Spain has remained an historical market that has both witnessed and contributed to Hublot's growth over the last 43 years.





The first limited-edition watch designed for the Hublot Madrid Boutiques located at no. 30 on the prestigious Calle Serrano (aka The Golden Mile) and at El Corte Ingles in Castellana naturally had to be a Classic Fusion, as this iconic watch has been much loved by Spanish royalty and celebrities for over four decades. A timepiece in which gold recalls Hublot's first ever fusion of gold and rubber in a watch while paying tribute to its own royalty status in Spain – and available exclusively on the Golden Mile. Seems like loyalty is gold.

RICARDO GUADALUPE
HUBLOT CEO

CLASSIC FUSION'S CROWNING GLORY

The now iconic Classic Fusion whose shape is a tribute to the 1980 original Hublot watch has been turned into a crowning glory in a 100-piece limited edition – The Classic Fusion Madrid Boutique. Gender fluid and as elegant as a little black dress or a tuxedo, the Classic Fusion Madrid Boutique shines in style with a perfect golden touch. Its 42 mm case in polished and satin-brushed black ceramic is highlighted by 10 H-shaped polished 18K yellow gold hour-markers and polished yellow gold hands, driven by the self-winding HUB1110 movement with its 42-hour power reserve.

HUBLOT LOVES SPAIN!

Spain has been one of the leading markets for Hublot ever since early years in 1980. Three boutiques, two in Madrid & one in Ibiza

Spanish Friends of the brand

Alexia Putellas since 2021

The 29-year-old star named 2022 Best FIFA Women's Player is the first Spanish-born female footballer to win the Ballon d'Or twice.

Roberto Martinez since 2019

The former Spanish professional football player is currently Head Coach of the Portuguese National Team.

Eneko Atxa since 2021

The Spanish chef renowned for his Basque cuisine directs six establishments, from Spain to Portugal, from Belgium to Japan and is one of the youngest culinary talents to be awarded three Michelin stars,

Alejandro Galan since 2022

The Spanish padel star is one of world's best players and was ranked number one of the 2022 World Padel Tour.





HUBLOT

Hublot is a Swiss watch manufacturer founded in 1980 and based in Nyon. For its first ever timepiece, this fundamentally disruptive company combined gold with a rubber strap in a case with a design inspired by a ship's porthole (hublot in French). Thus, the Art of Fusion was born, blending tradition, innovation, craftsmanship, worlds and talents. It became the brand's aesthetic and technical signature.

This identity was strengthened in 2005 with the Big Bang, which attested to an unrivalled know-how in terms of complications, manufacture movements and state-of-the-art materials. Carbon, titanium, ceramic and sapphire have been developed on this model to technical extremes.

This ground-breaking, high-quality approach to watchmaking is summed up in its philosophy 'Be First, Unique and Different.' It gradually led to other collections with innovative designs: Classic Fusion, Shaped Collection (Spirit of Big Bang, Square Bang) and Manufacture Pieces. These draw on high levels of craftsmanship, both in terms of the materials so dear to Hublot (such as Magic Gold, brightly-coloured ceramics and sapphires) and its manufacture movements (Unico chronograph, Meca-10 and large complications such as the Tourbillon, the Cathedral Minute Repeater and the specific Manufacture Pieces movements).

Hublot's world extends to powerful partnerships including football. 'Hublot Loves Football' has become the slogan at the world's biggest sporting events (such as the FIFA World Cup™, Premier League, UEFA Champions League, UEFA EURO™) and through its ambassadors. This love of football continues in art, design, music, sport, fine dining and sailing. Lastly, Hublot's implication in joint environmental projects with SORAI and Polar Pod reflects its concern for the issues of the day. Almost 130 boutiques around the world share Hublot's fervour and values, alongside the Hublot.com e-commerce site.





Hublot Classic Fusion Madrid Boutique



REFERENCE

542.CM.1280.RX.MAD22
Limited to 100 pieces

CASE

Polished/satin Black Ceramic

Diameter: 42 mm
Thickness: 10.4 mm
Water resistance: 5 ATM

CASEBACK

Polished Ceramic

BEZEL

Satin-finished and Polished
Black Ceramic

DIAL

Shiny Black

MOVEMENT

HUB1110
Self-winding

Frequency: 4 (28'800 A/H)
Power reserve (hours): 42
Number of components : 63
Jewels : 25

STRAP AND CLASP

Black smooth rubber

Black Ceramic and Black Titane
Deployant Buckle

PRICE

11'000,00 CHF
12'100,00 EUR
11'600,00 USD
10'000,00 GBP

