



Press release

22 November 2006

Hublot and Dominique Perret: the fusion between passion, daring and the Absolute

The fast-expanding watchmaking house certainly has no fear of speed! By combining its image with Dominique Perret, Hublot is entering a '100% Swiss made' commitment to promising new, thrilling adventures. Hublot loves to share its values and projects with passionate, creative partners. It has therefore waited for the first signs of winter to officially announce its partnership with the man the media have voted 'best free-ride skier of the century'.

In perfect synchronisation with the release of 'Versus', Dominique's latest film, Jean-Claude Biver, CEO of Hublot watches, shows his enthusiasm and longing to defy the laws of gravity with his new partner on the world's greatest peaks. Like the daredevil skier eager to make his mark on the immaculate white slopes, the head of Hublot watches is always ready to create and invent and enjoys leaving his own singular stamp on the traditional watchmaking universe.

The legendary free-rider with the infectious energy remains the icon of a fast-growing sport practiced off the beaten track. Dominique Perret pursues his destiny with passion and authenticity. True to his values, reinventing and flouting the conventions of traditional skiing, he ceaselessly strives to discover new horizons, to live his passion and follow his heart. An inventor and a perfectionist, he never tires of seeking out the finest slope, the best snow, the ideal moment, the perfect trajectory. The consummate professional, both impassioned by technological progress and sensitive to the harmony of the elements, he shares his adventures and emotions with us through images (films, books, photos and conferences) that he has authored or composed, and opens wide the doors to dreams.

On either side of the partnership, we find a keen sense of excellence, tremendous discipline, supreme control, precision of execution, the taste for freedom... and the immense luxury of being able to appreciate rarity! Hublot's leading 'Big Bang' collection, which inspired envy from the moment it was created, is the best proof there is!

These non-conformist pieces symbolise the alliance between tradition and the future and the unexpected blend of materials, they display strength and innovation and capture hearts with their bold daring and absolute nature. Ever in search of avant-garde technologies, Hublot nevertheless retains a sensitivity towards raw, natural elements.

Symbolic of inventiveness and responsiveness, the Big Bang collection above all reflects reliability and longevity, and thanks to its powers of seduction, we can be sure it will leave its mark on time!

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