Beat: Lifestyle

HUBLOT Expands in Texas

HUBLOT Opens in Dallas

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USPA NEWS - Luxury Swiss watchmaker, Hublot, is opening its ninth US boutique in Dallas, Texas, continuing its rapid retail expansion. As one of the largest and most vibrant cities in the South, with an affluent and sophisticated clientele, it was natural for the brand to choose Dallas.

Luxury Swiss watchmaker, Hublot, is opening its ninth US boutique in Dallas, Texas, continuing its rapid retail expansion. As one of the largest and most vibrant cities in the South, with an affluent and sophisticated clientele, it was natural for the brand to choose Dallas. The latest Hublot boutique will be located in the North Park Mall alongside other luxury brands, in the prosperous Park Cities neighborhood.

Ricardo Guadalupe, CEO of Hublot, stated, “It was a clear choice for us to tap into the Dallas market to pursue our retail development. Hublot´s bold designs are the perfect fit for its upscale clientele which is dynamic and sophisticated.“

By blending rich and warm materials, the brand´s concept of “fusion“ is executed through the intimate design. The Dallas boutique will measure approximately 1000 square feet in dimension and is modeled off of a sleek, modern theme. Black marble, dark leather and chrome-finished metals convey a chic and lavish ambiance. Distinct retail zones allow for an increased level of intimacy within the boutique. Personal consultations are available in a specially designated VIP area that provides an additional level of privacy. Timepieces from the Big Bang, Classic Fusion, King Power and Masterpiece collections will be displayed throughout the boutique in freestanding and wall showcases, as well as limited edition and one-of-a-kind pieces. The brand´s own animation towers will also be dispersed creating moving holographic images of the watches on display, an example of Hublot´s unique visual presentation.

The Dallas location brings the total number of Hublot boutiques worldwide to 62. Within the US, Hublot currently operates boutiques in New York, Beverly Hills, Las Vegas, Bal Harbour, Palm Beach, Boca Raton, Atlanta and St. Thomas.

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