**Beat: Lifestyle**

# Hublot Unveil BIG BANG FERRARI MAGIC GOLD

**Hublot unveil their latest masterpiece**

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**USPA NEWS -** The Swiss luxury brand Hublot has recently unveiled their latest masterpiece; the Big Bang Ferrari Magic Gold. The watch features revolutionary scratch resistant 18-carat gold. The watch was launched at the Landmark Mall in Hong Kong. The Big Bang line was first launched in 2005.

Hublot, the Swiss luxury watch company has unveiled the first watch designed in partnership with Ferrari; the BIG BANG FERRARI MAGIC GOLD. The watch was launched at the popular Landmark Mall in Hong Kong.

The Big Bang, which was launched in 2005 has undergone several modifications in its Ferrari reincarnation. The Ferrari edition features a larger case, more power and more mechanical features.

In addition, the straps featuring tone on tone stitching like that always used on Ferrari upholstery. All details have been designed and crafted using a principle which is a fundamental part of the DNA of both Hublot and Ferrari: innovation, performance, technology and exclusivity.

Finally, Hublot has decided to endow these new Ferrari-endorsed watch with its famed Magic Gold, a scratch-resistant 18-carat gold unveiled just 3 months ago in the Hublot foundry.

Last November, Hublot became the matchmaking partner of Ferrari. This is no simple agreement for creating a tie-in product, for licensing or sponsorship. It is a comprehensive agreement covering all the activities of Ferrari and Hublot, both in terms of brand image and the commercial activities of both companies.

The agreement was sealed by Jean-Claude Biver, CEO of Hublot and Luca Cordero di Montezemolo, President of Ferrari SpA, at the Mugello International circuit near Florence.

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