



## **OPENING PARTY AT THE 2018 FIFA WORLD CUP RUSSIA™**

**June 13<sup>th</sup> in Moscow (Russia)** – As Official Timekeeper of the 2018 FIFA World Cup Russia™, Hublot kicked-off the competition amongst a number of its Ambassadors and Friends of the brand at the prestigious Baccarat Restaurant.

Ricardo Guadalupe, CEO of Hublot, was honoured to welcome Manchester United coach José Mourinho, the 1998 FIFA World Cup Champions Christian Karembeu and Marcel Desailly, the middleweight Boxing Champion Gennady Golovkin, the Indian Cricket superstar Rohit Sharma, the king of cigar Carlito Fuente of Arturo Fuente cigars, Martin Fuentes (Ferrari Challenge driver) and DJ Teddy-O to this special evening.

The Swiss watchmaking brand recently named Russian contemporary artist Andrey Bartenev as Hublot Ambassador. Bartenev was responsible for designing the brand emblems of the Hublot Loves Football campaign, including the matryoshka and the football dedicated to the tournament.

For a unique culinary experience, Yannick Alléno, the French 3 Michelin starred Chef, marvelled the taste buds of guests with his innovative cuisine.

All the invitees were honoured by the stunning unplugged live performance of Glenn Hughes, the British singer and bass player, member of the famous Deep Purple group.

### **Big Bang Referee 2018 FIFA World Cup Russia™**

On the occasion of the tournament, Hublot has created the watch that all football fans and Hublot fans have been waiting for! A smart watch that will instantly connect you to every decisive second of the matches being played. A much-anticipated innovation that could not have been imagined by any other watch brand, given the extent to which Hublot and Football are as one.

#### **The referees**

For the first time, the referees will be wearing the Big Bang Referee 2018 FIFA World Cup Russia™ with its smart technology imagined by Hublot. As well as all the functions available on the 2018 numbered models of the Big Bang Referee 2018 FIFA World Cup Russia™, the referees' watches will be connected to goal-line technology, an electronic video assistance system for refereeing which follows all the trajectories of the ball and determines for certain if the ball did or did not entirely cross the goal line.

**Hublot wishes the best to all the teams of the 2018 FIFA World Cup Russia™ and may the best team win!**