



The Hublot Manufacture

Hublot is based in the small but charming town of Nyon, on the shores of Lake Geneva, midway between Geneva and Lausanne among the vineyards of La Côte. In 2009, a year after the brand was bought by the LVMH Group, the world leader in luxury products, Hublot rehoused all of its activities under the same roof in a new high-tech manufacture. Formerly spread across two sites, the machining, assembly and complication workshops and the administrative and Research & Development departments now cover 6000 m², set over six levels. It marks an important step for the brand's autonomy, in terms of its creativity and research into innovation "to continue taking the watchmaking world by surprise". The site is dedicated to grand complications and the production of the UNICO movement: the chronograph with integrated column wheel on the dial side, which is entirely designed, developed and manufactured at Hublot.

The brand's rapid growth meant that the manufacture was no longer big enough. In 2015, just six years after the site was inaugurated, Hublot opened a second building in a ceremony attended by the brand's Ambassadors: Bar Rafaeli, Lapo Elkann and Pelé. A walkway similar to those found on Formula 1™ Grand Prix circuits around the world provides direct access between the two buildings. The addition of the second Hublot premises was highly symbolic for the brand, illustrating its expansion and success. The new buildings cover 8000 m², bringing the total area to 14,000 m², with over 100 new jobs created. The new manufacture, located right next to the original building, is largely dedicated to the production of components for the Manufacture movements and the production of watch cases, but also houses the stone setting, decoration, electroplating and surface finishing departments. Other facilities in the building include the administration department, the after-sales service and the staff canteen. The first building now contains the management offices, the product development and marketing departments, the movement assembly, casing-up, hand and bracelet fitting and grand complication workshops, and the quality control and Research & Development departments.

The manufacture strives daily to promote sustainable development in the interests of environmental protection – one of Hublot's fundamental values. It has recharging stations for optimal charging of cars and scooters, and photovoltaic solar panels that produce renewable electric energy. The manufacture is also home to eleven beehives that help encourage regional pollination. The landscape, which is both agricultural and rural, provides the bees with numerous foraging sources. Each year, Hublot harvests the spring honey crop from late April to early May, and the summer crop at the end of July. The honey is then packaged in magnificent light wood boxes, along with a honey dipper, and presented to customers, friends of the brand and journalists as part of Hublot's end-of-year celebrations. Hublot also offers its employees and *Hublotins* (children who attend the crèche located within the manufacture) the chance to sign up for discovery workshops to learn more about the bees and visit the hives and honey harvesting. The aim is to teach staff and children about the major environmental issues facing us.