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BY PAMELA CAMPANI | NEWS | NOVEMBER 10, 2015



Romero Britto for Hublot

The luxury Swiss watch brand **Hublot** partnered with well-known Brazilian pop artist **Romero Britto** on Nov. 6 to host an exclusive art installation charity event at the Hublot Galerie boutique in Miami's Design District. Known for his vibrant, multi-patterned work that combines elements of graffiti, pop art and cubism, Britto unveiled his one-of-a-kind mixed media pieces that will be on display until November 20. Guests who purchased an art piece were offered the opportunity to tour Britto's private studio.

A portion of the night's proceeds will be donated to **Best Buddies International**, a global nonprofit organization that creates, friendship, leadership development and employment opportunities for people with intellectual and developmental disabilities with which Hublot began a partnership this year.



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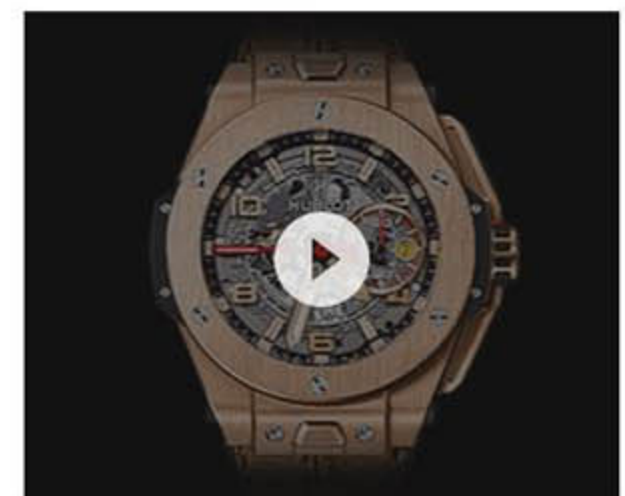


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Hubot also launched two timepieces with Britto this year, the limited edition Classic Fusion Enamel Britto in platinum or ceramic and the Classic Fusion Only Watch Britto in black ceramic. Both watches combine the traditional fine art of hand enameling with the contemporary pop art and cubism style of the artist.

In fact, during this years **Only Watch** auction on Nov. 7th, a Classic Fusion Only Watch Britto was sold with the Britto painting that inspired its white gold and enamel dial. The master dial-maker recreated the lines of the painting's design for the time piece.



Romero and friends at Hublot Galerie

The auction was a biennial charity auction of unique timepieces created and donated by the finest watchmakers for research on Duchenne Muscular Dystrophy.

"We are delighted that Hublot could participate once again in Only Watch. We've been supporting the research on Duchenne Muscular Dystrophy for 10 years now, in creating unique pieces. It is indeed important for a brand like Hublot to share its success with worthy causes such as Only Watch," said **Ricardo Guadalupe**, CEO of Hublot.



Britto art installation charity event at the Hublot Galerie boutique in Miami's Design District

This is not the first time that Britto and Hublot have worked together, their partnership started in 2014 for the FIFA World Cup Brazil™ bringing art and luxury timekeeping together. Britto designed and painted the multicolored football-inspired watch case for Hublot, who was the official timekeeper and official watch of the World Cup. The same motif was later used for the Hublot Loves Football campaign, a football-fueled photography exhibit that toured globally.

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