

Marina Di Porto Cervo A Tribute to the 50th Anniversary of the Costa Smeralda

On the evening of July 16th, during the amazing party organized by the famous Cala Di Volpe Starwood Hotel, Elton John entertained guests with a special performance.

On the terrace of the Bar Pontile, Hublot unveiled the two sparkling and vibrant limited edition watches as a tribute to the anniversary of the iconic marina: the Big Bang Costa Smeralda for ladies, and the King Power Costa Smeralda for gentlemen.

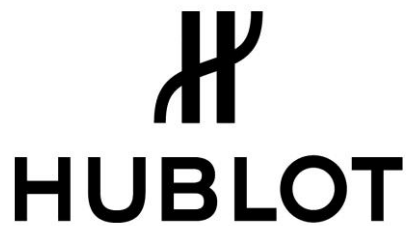
“Quality, beauty, prestige, relaxation, joy, happiness and freedom are a few words that describe the Costa Smeralda. They are qualities we try to perpetuate through our art. Hublot watches should not only be considered as timepieces, but more like objects of quality, prestige, beauty, freedom, joy and happiness. This is why the partnership between Hublot and Costa Smeralda seemed so obvious!” Jean-Claude Biver, Hublot Chairman

The Costa Smeralda is not only widely celebrated as a playground for the most exclusive VIPs, but also for its unrivalled beaches and secluded coves. Located on the northern coast of the Italian island of Sardinia, Costa Smeralda is at the heart of the Mediterranean Sea and at the crossroads of international yachting routes.

The gilded tale began, fittingly, with a prince... Already 50 years have passed since Prince Karim Aga Khan arrived in Sardinia and created the Costa Smeralda Consortium and made of this place a destination for international Jetsetters. From the beautiful Grace Kelly to Brigitte Bardot and Ringo Starr, anybody... who was somebody...had to share a glass of champagne there.

Top French and Italian architects were hired to design, from scratch the little village of Porto Cervo. Famous golf club architect Robert Trent Jones was brought in to build a world-class golf facility, the Pevero Golf Club. It is known as one of the most beautiful golf courses in the world, and hosts many major international tournaments including the prestigious Italian Open. Today, Pevero is even enhanced by the presence of Hublot clocks in strategic locations, giving the club an even more sport-chic and luxurious look. Time goes by and Costa Smeralda is still the place to be for world class celebrities who like to gather at the famous Cala di Volpe when night descends on the village. Word has spread that this is where Hublot has chosen to unveil its Big Bang Costa Smeralda, a watch specially created for the 50th Anniversary.

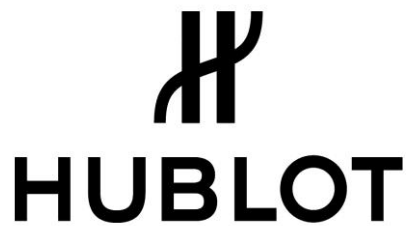
Costa Smeralda's 50th anniversary is celebrated by Hublot with two exclusive dedicated watches for men and women – each limited to only 100 pieces, which combine the summer and festive side of gold and sparkling diamonds. This elitist watch is the perfect reflection of the temperament of the beautiful A-list people who make Costa Smeralda what it is.



Big Bang Costa Smeralda

TECHNICAL DETAILS

Reference	347.PE.2123.LR.1104.PCM12
Series	Limited to 100 numbered pieces
Case	Big Bang - 41 mm diameter in polished and satin-finished 18K red gold
Bezel	Removable, in 18K red gold and set with 319 white diamonds for 1.49 carat 6 H-shaped relief titanium screws
Crystal	Sapphire with interior/exterior anti-reflective coating
Bezel lug	White composite resin
Lateral inserts	White composite resin
Case-back	18K red gold with circular satin finish Personalised crystal with the Porto Cervo Marina exclusive logo
Crown	18K red gold with white rubber insert
Push-pieces	18K red gold with white rubber inserts
Water resistance	10 ATM or approximately 100 metres
Dial	Matt white Satin-finished indexes with red gold plating and white SuperLuminova™ Permanent seconds at 3 o'clock, with the Porto Cervo Marina exclusive logo Minute counter at 9 o'clock, with a 7.5 mn duration
Hands	Satin-finished with red gold plating and white SuperLuminova™ Red chronograph hand with H counterpoise Minute hand with red arrow and white index
Movement	HUB1141 - Flyback Chronograph (7'30'') Mechanical self-winding
Date	Disc with white background and black numerals, at 6 o'clock
Oscillating weight	Hublot design with tungsten carbide heavy metal segment
Components	280
Jewels	59
Frequency	4 Hz (28,800 Vib/h)
Power reserve	42 hours
Wristlet	Adjustable white rubber and white alligator strap, with white stitching
Clasp	18K red gold Big Bang deployant buckle



King Power Costa Smeralda

TECHNICAL DETAILS

Reference	710.OE.2123.GR.PCM12
Series	Limited to 100 numbered pieces
Case	King Power - 48 mm diameter in satin-finished 18K King Gold
Bezel	Satin-finished 18K King Gold with white rubber moulding 6 H-shaped relief titanium screws
Crystal	Sapphire with white Hublot logo and black border Interior/exterior anti-reflective coating
Bezel lug	White composite resin
Lateral inserts	White composite resin
Case-back	18K King Gold with circular satin finish Crystal personalised with Porto Cervo Marina logo
Crown	18K King Gold with white rubber insert
Push-pieces	18K King Gold with white rubber insert
Water resistance	10 ATM or approximately 100 metres
Dial	Matt white openworked skeleton Satin-finished indexes with red gold plating and white SuperLuminova™ Permanent seconds at 9 o'clock, with Porto Cervo Marina logo
Hands	Satin-finished with red gold plating and white SuperLuminova™ Chronograph hand with red SuperLuminova™ and H counterpoise
Movement	HUB4214 - Skeleton chronograph Mechanical self-winding
Date	Sapphire disc, window at 4.30
Oscillating weight	Black galvanic coating, with tungsten carbide heavy metal segment
Components	257
Jewels	27
Frequency	4 Hz (28,800 Vib/h)
Power reserve	42 hours
Wristlet	Adjustable white rubber and white alligator strap, with white stitching
Clasp	King Power deployant buckle in 18K King Gold