

**FOR RELEASE ON 8 FEBRUARY 2016**

**HYT OPENS FIRST EPONYMOUS BOUTIQUE IN STARHILL GALLERY, KUALA LUMPUR**

*Rule breaking independent Swiss ultra luxury watch brand cements its presence in Kuala Lumpur luxury mall, Starhill Gallery with a permanent store of over 1200sqft.*

**Stratospheric growth**

HYT burst onto the scene in 2012 with a fluid technology that revolutionised the horological world. Never before had timepieces used fluids to display the time.

After only 3 full years of activity, the Neuchatel based company offers its customers a palette of 5 very different collections available in 69 points of sales around the globe.

**HYT's South East Asia Hub**

In October 2014, HYT opened a hub in Singapore a strategic decision to go to the very heart of one of its most important customer base, South East Asia. The Singapore hub serves as the region's head quarters and supports the brand's growth in key markets resulting today in points of sales in Singapore, Jakarta and until now a pop-up store in Kuala Lumpur in addition to points of sales in Japan, Hong Kong and Taiwan.

**HYT's first eponymous boutique**

The boutique in Starhill Gallery replaces the temporary store HYT opened in October 2014. A stark yet luxurious space, it offers its customers an insight into HYT's world of fluid technology.

'We have a fantastic location in Starhill Gallery Adorn Floor and wanted to make the most of it.' says HYT Artistic Director Xavier Casals. '1200sqft of blank page was an amazing opportunity for us! We gave a lot of thought to the design and wanted to offer everyone who steps into the space an opportunity to live the HYT experience which is more than just about watches but embodies innovation, technology and the ability to dare and to achieve the impossible. We hope our customers like it.'

**Partnership with Starhill Gallery**

Vincent Perriard HYT CEO added 'Starhill Gallery epitomises luxury and sophistication and we are very happy to be here. Starhill Gallery is an established institution and a trusted source of inspiration that, in the challenging and competitive industry of luxury fashion, adroitly position the brands it houses'.

'With the opening of our permanent boutique we cement the presence we already had with our temporary store and signal our commitment to this market.' Perriard concluded.

YTL Corporation Berhad Group Managing Director Tan Sri (Dr.) Francis Yeoh said, 'Starhill Gallery is continuously on the lookout for dynamic and niche brands to offer its loyal customers; brands that offer something different, something qualitative, something unique. HYT is that and we welcome them to the family and look forward to further innovations and amazing developments from the Hydro Mechanical Horologists in the years to come.'

**Boutique inauguration on 4 February 2016**

HYT inaugurated its boutique launch on 4 February 2016 with a cocktail reception in the presence of Tan Sri (Dr.) Francis Yeoh, Group Managing Director of YTL Corporation Berhad.

More than 60 guests including rising young star Hannah Lo, who presided over the event as MC, gathered at the boutique to raise their glasses in support of HYT's most recent achievement!

Please visit HYT's boutique on UG 19 Adorn Floor, Starhill Gallery, 181 Jalan Bukit Bintang, 55100 Kuala Lumpur

For more information, please contact :

Cloé Biessy at: [c.biessy@hytwatches.com](mailto:c.biessy@hytwatches.com) (Switzerland)

Omamgbe Ikpa at: [o.ikpa@hytwatches.com](mailto:o.ikpa@hytwatches.com) (Singapore)

## **About HYT**

The Hydro Mechanical Horologists at HYT turn utopia into a reality, by mixing mechanical components and fluids in a wristwatch. Die-hard non-conformists, they take their inspiration from the strictest Haute Horlogerie codes. But they aren't afraid to break every last rule.

## **The principle**

A meeting between Haute Horlogerie and fluid mechanics. In theory, a utopian ideal. Sweeping aside certainty, demolishing conformism, the key idea that led to the H1 is a simple one: Two flexible reservoirs with a capillary attached at each end. In one, a coloured liquid. In the other, a colourless liquid. Keeping them apart is the repulsion force of the molecules in each fluid. And marking the boundary between the two: the meniscus.

At 6 o'clock, the two reservoirs. When the first is compressed, the other is extended, and vice versa, driving the movement of the fluids in the capillary. As the hours pass, the liquid moves forward. The meniscus, in the shape of a half-moon, marks the separation between the fluids in the tube, and displays the time. When it reaches 6 pm, the fluorescent liquid returns to the original position using a retrograde movement.

And the secret to activating the reservoirs? Two bellows made from an extremely strong and flexible alloy, moved by a piston. The horological element lies in the activation of this system.

HYT continues its quest for the absolute in terms of hybrid materials for its new collection: H2. This piece is the fruit of a vision shared by the teams at HYT and Audemars Piguet Renaud & Papi, and coordinated by Giulio Papi.

## **Its founders and CEO**

Patrick Berdoz, Lucien Vouillamoz, Emmanuel Savioz, Vincent Perriard (CEO)

## **HYT: a few figures:**

### > Objectives met in 2014

- production and sale of 450 pieces
- more than 50 points of sale
- opening of a new subsidiary in Singapore in early September for direct management of the South East Asia zone
- project to open 2 wholly owned boutiques (including one in Geneva)

### > Highlights of 2015

- Production of 450 pieces
- Confirmation of 66 points of sale at 31 December 2015
- 13 novelties launched in less than 12 months

### > 2016 Pipeline Objectives

- 80 points of sale
- 7 novelties to be launched
- Presence at both SIHH (January 2016) and Baselworld (March 2016)
- Opening of HYT's Boutique in Kuala Lumpur (February 2016)