

THE
KINGS
OF
VEGAS

HUBLLOT AND THE WBC LAUNCH A PENSION FUND FOR EX FIGHTERS

BY JAN TEGLER

The King Power WBC chronograph features a 48 mm case set in satin-finished King Gold and a black ceramic bezel held by 6 black PVD titanium screws, a King Gold crown with black rubber insert and chronograph push buttons in black PVD.





Group Shot at Press Conference



Ricardo Guadalupe and Tommy Hearn



George Foreman

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UBLLOT AND THE WORLD BOXING COUNCIL (WBC) STAGED A STAR-STUDED EVENT AT THE BELLAGIO HOTEL IN LAS VEGAS IN SEPTEMBER, BRINGING TOGETHER TWELVE LEGENDS FROM THE SPORT TO RAISE MONEY FOR THE WBC PENSION FUND – THE FIRST MAJOR CHARITY OF ITS KIND FOR EX-PROFESSIONAL FIGHTERS.

“This evening, the WBC and Hublot have established that boxing not only loves boxing, boxing loves boxers,” said heavyweight champ and boxing icon George Foreman to rousing applause.

The event was a year in the making - the result of a 2011 meeting at SIAR (Salon Internacional Alta Relojeria) in Mexico City between Hublot board chairman Jean Claude Biver, Hublot CEO Ricardo Guadalupe and the WBC's president Jose Sulaiman, executive director Mauricio Sulaiman and WBC Cares Charity board member Salvador Briman.

“The basic idea for the charity came about when Mr. Biver asked, ‘What does the WBC want to do,’” reports Mauricio Sulaiman.

“My father was very clear,” he continues. “He said, ‘All we want is to form a fund for former champions.’ We want 100 percent of the money to go into a program for them. Mr. Biver stood up and shook my father’s

hand. No papers, no contract, no conditions. ‘Let’s make it happen,’ he said.

And with that, Hublot and the WBC began the hard work of turning a wish into reality, assembling a jaw-dropping group of boxing’s elite, organizing a remarkable charity auction and producing twelve very special editions of Hublot’s King Power chronograph.

The gathering was truly historic, reflecting the regard in which the WBC and Hublot are held, and the power of the idea itself - a fund to provide relief to ex-professionals facing challenges ranging from complex medical difficulties to financial insolvency. No less than George Foreman, Sugar Ray Leonard, Larry Holmes, Lennox Lewis, Tommy Hearn, Jeff Fenech, Azumah Nelson, Ken Norton, Mike Tyson, Roberto Duran, Julio Cesar Chavez and Oscar De La Hoya agreed to take part.

Norton (hospitalized due to stroke) and De La Hoya were not present for the gala event

but the rest were. As Sulaiman noted, the presence of the ten champions was a “money-can’t-buy experience.”

The event’s impressive proceeds look likely to guarantee aid to a number of ex-fighters in need and serve as the basis for the growth of the fund. All told, Hublot and the WBC raised \$1 million from the evening’s auction. The total raised from the twelve watches was actually \$989,000 with Hublot generously donating another \$11,000 to reach the million-dollar goal.

“Sometimes things just happen, you just encounter people and form a relationship,” says Hublot’s Guadalupe.

The pension fund will be managed by an international bank and invested with a view toward growth. Rules applying to eligibility for ex-boxers to receive aid from the fund will be ironed out by a committee of prestigious members of the boxing community from the U.S. and abroad. Fighters will be evaluated on a “case-by-case” basis according to Sulaiman.

THE KING POWER

THE TWELVE KING POWER WBC chronos are a departure for Hublot in that unlike previous special edition creations resulting from the brand’s partnerships, there will not be a similar limited edition available for sale to the public. However, the 12 champions each received their own edition of the watch.

And actually there are twenty-four of the special timepieces. The two sets of twelve piec-

es have just one key difference. The versions auctioned off were all separately engraved with the signature of the boxer they represented on the caseback crystal along with the WBC logo. The examples the boxers themselves received do not have the signature caseback.

“They are all the same aesthetically from the dial point of view,” Guadalupe explains. “We used the King Power because boxers are strong guys and the name ‘King Power’ fits well in this world. We decided to do a gold watch because boxing is also such a part of Las Vegas. We also took the green color of the belt, the WBC Championship Belt, as a cue for our dial and the strap,” Guadalupe adds. “It’s a chronograph and we put in the counter the three-minute time of a boxing round.”

“This is definitely special,” said ex-welterweight/middleweight champ Tommy “Hit Man” Hearn. “To be included, to know that my performance and my fights put me in this position, I’m proud of it.”

“THERE WILL NOT BE A SIMILAR LIMITED EDITION AVAILABLE FOR SALE TO THE PUBLIC.”



Sugar Ray Leonard



Lennox Lewis



The King Power WBC chronograph

“As a boxer, I realize how important it is to support our fellow boxers,” heavyweight champion Lennox Lewis stressed. “There are a lot of boxers out there that need help and I’m glad this has started. Boxers stricken with illness and financial problems have had nowhere to turn, and now they do. I salute Hublot and the WBC.”

Most recently the star of his own one-man Broadway show “Undisputed Truth,” the “Hangover” movies and the upcoming “Scary Movie 5,” “Iron Mike” Tyson also paid compliment to the WBC and Hublot.

“I’m always grateful to be a part of anything but to be with Hublot for this fund and with the WBC where I won my first belt, I’m happy to be part of this.”

Fellow ex-heavyweight champ Larry Holmes noted that the world inhabited by successful professional boxers in the midst of their careers is a dangerous one, not given to planning for the future. “The fund should be a great help and the start of something for boxing’s future,” he observed.

Jean Claude Biver was unable to attend the gala but Ricardo Guadalupe summed up the successful event and the unique WBC Pension Fund.

“These legends are a big part of the history of boxing and we were really touched by the idea of raising funds for boxers that haven’t succeeded as well after they’ve left the sport. Maybe for every one fighter who succeeds a hundred more don’t. This is the right thing to do.”

AUCTION REPORT



We were quite curious to see the prices the watches representing the various ex-champions would fetch. Auctioned by Bonhams CEO Malcom Barber with enthusiastic support from well-known ring announcer Michael Buffer (“Let’s get ready to rumble!”), each timepiece was presented to the winning bidder by the fighter whose signature it bore.

BELOW ARE THE AUCTION VALUES IN DESCENDING ORDER

\$140K	SUGAR RAY LEONARD
\$120K	MIKE TYSON
\$105K	LENNOX LEWIS
\$100K	GEORGE FOREMAN
\$120K	JULIO CESAR CHAVEZ
\$72K	OSCAR DE LA HOYA
\$65K	LARRY HOLMES
\$62K	JEFF FENECH
\$60K	KEN NORTON
\$58K	THOMAS HEARNES
\$55K	ROBERTO DURAN
\$52K	AZUMAH NELSON