

# The art of fusion

*Few watches make an impact as powerful as a Hublot. Propagated by a list of A-list celebrities, the Swiss brand is known for its bold yet elegant style, and for its “fusion” of materials such as rubber and polished and brushed gold. Now, in celebration of the 10th Anniversary of the iconic Big Bang, Hublot has unveiled the Big Bang Unico Full Magic Gold, which is made of a material which it claims is the only scratch-free gold in the world. Almost three years of collaboration and research have gone into this completely new type of gold, an almost inalterable precious metal which retains its own characteristics.*

Hublot was launched in 1980 by Carlo Crocco, a scion of the Italian Binda Group dynasty, best known for making Breitling watches. Hublot garnered instant fame as the first watch maker to introduce time pieces combining gold and natural rubber. The brand also became well known for its signature porthole shape (the name ‘Hublot’ actually means ‘porthole’ in French), its combinations of polished and brushed gold, as well as for its minimalist black dial. In late 2004, Jean-Claude Biver, previously president of Swatch Group’s Omega division, was appointed as Hublot CEO. He is credited with creating the ‘Big Bang’ chronograph, which was unveiled in Basel in April 2005. It was an immediate success: orders increased threefold in one year and the watch won numerous

prestigious international awards including the 2005 Design Prize in the Geneva Watchmaking Grand Prix.

In 2008, Hublot was acquired by luxury brand group LVMH, who considered the brand highly complementary to its existing watch portfolio. LVMH also believed in Hublot’s growth potential: the company had just started building its state-of-the-art factory at Nyon to accommodate its expansion plans. Having grown at a rapid pace since 2004, the brand achieved net revenue of more than CHF150 million in 2007 with an excellent profitability. Commercially, the Hublot network of exclusive boutiques and approved retailers has rocketed since then, and now boasts 650 points of sale and around 40 exclusive boutiques in the most



prestigious of world addresses which feature interiors recently redesigned in collaboration with New York’s famous celebrity architect, Peter Marino.

In the world of luxury time pieces, Hublot is known for successfully boosting its profile by sponsoring a number of large sport and celebrity events, as well as for creating watch collections in collaborations with VIPs and employing intense marketing to communicate its brand and models. One





of Hublot's most widely publicised partnerships is that with Ferrari, the Italian sports car icon. At this year's Baselworld, Hublot premieres the new generation Big Bang Ferrari in two different colour combinations. Both versions have Ferrari characteristics that Hublot had not previously used, but are still distinctly Hublot in design. These new Big Bang Ferrari models join the growing family of watches made in the three-year-old partnership between Hublot and Ferrari. That partnership had its highlight so far in 2013, when Hublot introduced the MP-05 LaFerrari, a mechanical watch with a 50-day power reserve. The new watches are named for their colouring: the Big Bang Ferrari Black Ceramic and the Big Bang Ferrari Grey Ceramic. Hublot is also involved in the world of football, as an official partner of FIFA, UEFA, and Manchester United, as well as in the sailing world through the Monaco Yacht Club, and in the worlds of golf, polo and skiing through major competitions.

Hublot remains committed to Swiss watchmaking craftsmanship but also

continues to evolve, at the forefront of new advances in technology and fundamental research into new materials. This philosophy is evidenced in Hublot's new Magic Gold watch, which builds on the iconic design of the Big Bang, with its Manufacture Chrono, the Unico. Ricardo Guadalupe, CEO of Hublot, declared in a statement: "The fusion of materials is in Hublot's DNA. Four years ago, Hublot created Magic Gold, the only scratch-resistant gold in the world. Still today, Hublot is the only brand to offer this material, whose hardness is close to 1,000 Vickers, more than twice that of 'standard' 18 carat gold, which only reaches 400 Vickers."

The Magic Gold is a noble material protected by patents, certified as 18 carats by the Central Office for Precious Metals Control, and developed by Hublot in Switzerland alongside the prestigious EPFL (Swiss Federal Institute of Technology), several months of fine-tuning took place in the manufacture to machine the famous alloy. Since November 2011, when

Magic Gold was unveiled to the world's press, Hublot has equipped itself with the means to produce this material in-house from start to finish thanks to its high-tech foundry at the Nyon Manufacture, which is home to the ceramic sintering and high-pressure metal casting processes.

The revolutionary, proprietary Hublot material is a fusion of 24 carat gold (nature's ultimate noble material) and the latest high-tech materials expertise. Components made from this material are produced using a complex process: A boron carbide powder is pre-formed in moulds very similar in shape to that of the finished parts, in this case the watch's bezel. The pre-formed powder is then hardened at a very high temperature, creating a rigid, porous structure. After this operation, 24K gold alloyed with 3% molten liquid gold is injected under very high pressure with inert gas at a high temperature, allowing the metal to fill the ceramic pores and creating a "fusion" of the two to produce Magic Gold.



Hublot  
Ch. de la Vuarpillière 33  
1260 NYON  
Switzerland  
Website: [www.hublot.com](http://www.hublot.com)