

JEWELRY

Hublot pays homage to Swiss ski culture with limited-editions

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Hublot's Big Bang Sugar Skull timepiece

By STAFF REPORTS

Swiss watchmaker Hublot is heading to the slopes with a partnership that outfits skiers' wrists and feet.

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Working with Bischoff and AK Ski, Hublot developed limited-edition Big Bang Sugar Skull timepieces and coordinating skis that bear the same pattern, drawing on the parties' shared values of craftsmanship and innovation. With the winter sporting season in full swing, Hublot is putting a focus on some of its boutiques with the highest altitude, including its recently opened store in Zermatt, Switzerland.

Downhill designs

Hublot traveled to Zermatt to unveil its latest watches.

A total of 100 Big Bang Sugar Skull timepieces were produced, with half in a cobalt blue and the remainder a hot pink style.



Hublot Big Bang Sugar Skull timepiece with Aki Ski gear

All of the watches and the coordinating skis have Hublot's skull emblem depicted in Saint Gaul embroidery by

Bischoff.

AK Ski was the first to use rubber in skis, and Hublot shares a respect for the elastic material, using it in the design of these latest timepieces.

Using the Zermatt resort as a backdrop, Hublot photographed the timepieces and skis in front of its sponsored ski lift. The Hublot Express six-seat chairlift opened on Nov. 28 and runs from Gant to Blauherd.



Hublot Express with passengers Marco Kuonen, Ricardo Guadalupe and Francesca Kuonen

A gondola lift was originally installed in 1971, but was updated with a more modern chairlift this year. The name Hublot Express draws from the company's long history with Zermatt Bergbahnen.

Last year, Hublot reached new heights with the opening of a boutique at the base camp Zermatt located at the foot of the Matterhorn.

The store, which sits at an altitude of 5,276 feet, features decor emblematic of a ski chalet, including vintage wooden accents and a facade designed to be a modernization of traditional lodge architecture. For this 80th store opening, Hublot is honoring the mountain's history by incorporating local culture into its own branded outlet ([see story](#)).

"Claiming a place as your own means respecting its history, what makes it special, its signature and its identity," said Ricardo Guadalupe, CEO of Hublot in a statement. "With its chalet boutique, the two exclusive numbered Big Bang Zermatt' models and with the Hublot Express, Hublot makes a notable climb to the foot of the Matterhorn. Hublot loves Zermatt."

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