

JEWELRY

## Hublot extends Berluti partnership to new line of chronographs

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*Hublot's new Fusion Chronograph designed in collaboration with Berluti*

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By STAFF REPORTS

Swiss watchmaker Hublot is combining the precise craftsmanship of its Berluti line of watches with its classic Fusion Chronograph model.

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Last year the brand debuted a line of watches inspired by and in collaboration with Paris-based menswear brand Berluti. Now, the two LVMH-owned brands are extending that partnership by bringing Berluti's high-quality leather craftsmanship to another line of Hublot watches.

### Bespoke partnership

In 2016, Hublot worked with Olga Berluti, a descendant of the brand's founder Alessandro Berluti, to release a series of watches created with Berluti's Venezia leather.

The leather was worked into both the strap and the watch dial, combining the aesthetic sensibilities of both brands into a new product. The delicate leather working process required all the moisture to be removed from the leather before it could be joined with the sapphire and metal of the watch face.

Similarly, the new product represented engineering challenges, given that a chronograph is more complex than a standard watch, presenting Hublot and Berluti's craftsmen with a challenging task to create the product.



*Only 250 pieces will be created in this line*

These collaborations were undertaken to celebrate Berluti's 120th anniversary.

The new Classic Fusion Chronograph Berluti comes with a bespoke box and Berluti leather care set. Only 250 of these watches will be made.

Hublot has undertaken efforts to release more limited-edition watches inspired by different designers or subcultures, such as a recent line that was inspired by the ski slopes.

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 at launch, Hublot put a focus on some of its boutiques with the highest altitude, including its then recently opened store in Zermatt, Switzerland ([see story](#)).

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