

JEWELRY

Hublot taps “ever-creative rebel” Shepard Fairey as ambassador

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Hublot has named Shepard Fairey as brand ambassador. Image courtesy of Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is aligning with a fellow disruptor, naming street artist Shepard Fairey as its latest ambassador.

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Known for his murals and the “Hope” campaign poster for U.S. President Barack Obama, Mr. Fairey’s work frequently brings together art and activism. While the American artist and the watchmaker work in different mediums, they both share a passion for craft and originality.

Artistic rebellion

Mr. Fairey’s outdoor work is primarily located in Los Angeles. Perhaps his most famous series is the authority questioning “Obey,” which has since been turned into a clothing line.

For Hublot, Mr. Fairey has co-designed a timepiece. The Big Bang Meca-10 Shepard Fairey features movements developed over two years.

Hublot’s skeleton watch includes Mr. Fairey’s Star Gear logo in an opening at 3 o’clock.

“Hublot is about craftsmanship and a very refined execution and that to me is what my art is about: doing whatever it takes to create a visual that I think is important to create,” Mr. Fairey said in a statement.

“The amazing thing about working with Hublot is that they say, ‘We can try anything that you want,’” he said. “They were very open to anything that I wanted to experiment with and they take a lot of pride in pushing the envelope in terms of technique.

“This is a luxury timepiece so there’s no limitation to the length that Hublot will go to execute something in a beautiful and sophisticated way.”



Shepard Fairey (left) with Hublot CEO Ricardo Guadalupe. Image courtesy of Hublot

Kicking off the partnership, Hublot held a party on May 16 at Mack Sennett Studios in Los Angeles. The building's façade features a mural by Mr. Fairey and Vhils titled "American Dreamers."

During the night, Mr. Fairey performed a live DJ set for guests including the band Franz Ferdinand and Joel McHale.

"Hublot and Fairey share a disruptive approach to their art, that is consistently first, unique, different," said Ricardo Guadalupe, CEO of Hublot in a statement. "Deliberately thought-provoking and brilliantly controversial, Fairey is an icon and a legend in his field.

"Once again, Hublot teams with the best of the best," he said. "For the first time, the street art star gives life to a miniature 'mural' on a time object.

"The ever-creative rebel has transformed our Big Bang Meca-10 into a canvas on which he distils his iconic aesthetic codes. The watch becomes a creative work fusing the Hublot take on watchmaking with Fairey's street art."

This collaboration is part of Hublot Loves Art, which has seen the brand team up with a series of artists.

In 2015, the watchmaker celebrated Art Basel Miami Beach with the launch of an artist-designed Classic Fusion timepiece.

For its Hublot Loves Art effort, a recurring initiative that pairs the watchmaker with artists, Hublot partnered with Franco-Venezuelan artist Carlos Cruz-Diez. Given the popularity of Art Basel, the watch may serve as a unique keepsake for attendees, while art collectors may see Hublot Loves Art as an accoutrement to an existing collection that may feature pieces by the partnered artist ([see story](#)).

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