

JEWELRY

## Hublot solidifies blockchain's place in luxury for bitcoin's 10th birthday

November 7, 2018



*Hublot's latest limited edition celebrates bitcoin's 10-year anniversary. Image credit: Hublot*

By BRIELLE JAEKEL

As bitcoin finishes up a buzzworthy year, Swiss watchmaker Hublot is ushering in the cryptocurrency's decade anniversary with a limited-edition timepiece, highlighting blockchain's importance in luxury.

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While the cryptocurrency is celebrating the 10-year milestone since its creation, bitcoin is also coming off a successful year in which its investment prices dominated headlines. Many luxury brands have taken to incorporating bitcoin into their strategies, with Hublot being the latest with a collection only available by purchase through bitcoin.

"Bitcoin celebrates this year its 10th anniversary which means this is something still new and during this period some people acquired bitcoins which are now at a high value," said Ricardo Guadalupe, CEO of Hublot. "As at Hublot we always want to be first, unique and different, we took the opportunity to be the first big luxury watch brand to integrate the bitcoin world.

"Moreover, there is another important matter for us," he said. "Indeed, we always go where our clients are.

"In this case, we have customers who acquired bitcoins and we now we can say it was a good idea to do this project because it allowed bitcoins holders to buy a watch directly in bitcoins. Even before launching the watch we had many pre-orders from many different countries."

Bitcoin's birthday

Hublot's Big Bang Meca-10 P2P is a limited-edition timepiece, which according to the brand is the first watch exclusively available for purchase through bitcoin.



*Hublot's Big Bang Meca-10 P2P.* Image credit: Hublot

While interested customers can only pay for the watch via bitcoin, it is also only available to order online via ecommerce.

Each piece will have its unique transaction number engraved on the edge of the bezel. There will only be 210 products made, in a nod to the 21 million global limit of bitcoin.

Hublot is working with Asian digital asset brokerage firm OS Limited for the collection, and claims it is the first watchmaker of its size to enter this field.

Debuted in November of 2009, bitcoin's creator still remains a mystery. All that is known about its creator is the alias name Satoshi Nakamoto.



*Hublot's limited edition features the customer's unique transaction number. Image credit: Hublot*

The watch itself will feature a 10-day power reserve. Its blue calfskin leather strap, lined with black rubber, is a nod to the interconnection network of computers, as a Blockchain-inspired design.

As of press time, 1 bitcoin is worth \$6,420.

"This is the kind of dynamism and innovation that our partners in Asia delight in," said Ricardo Guadalupe, CEO of Hublot, in a statement. "It is a visionary approach that fully corresponds to Hublot's vision.

"Through its partnership with OSL, this first P2P watch allows us to continue to explore future avenues," he said.

Bitcoin's interesting year

Just as the luxury world was beginning to embrace bitcoin, the cryptocurrency began experiencing wild swings in value last year around this time.

During those few weeks in fall 2017, bitcoin's value fluctuated severely, dropping 50 percent in one day only to rebound to a greater price than ever before. While the fluctuations may make some wary of investing, luxury brands seem to be confident in the use of bitcoin no matter what the headlines say about it ([see story](#)).

Despite some trepidation based on the wildly fluctuating value of bitcoin, cryptocurrency continues to swiftly rising to prominence in many areas of the luxury world.

High profile luxury real estate sales made through cryptocurrencies have massively expanded popular perception of how useful they can be among wealthy elites. With luxury apartments in New York and sprawling luxury homes in California going on sale for bitcoin, it is clear that the cryptocurrency's place in luxury real estate has been cemented, paving the way for further adoption in other sectors of the high-end market ([see story](#)).

"Hublot is the first big luxury watch brand to do be involved in the bitcoin world," Mr. Guadalupe said. "Moreover, it is quite new to being able to buy something directly with bitcoins.

"It is also the first Hublot watch to be sold through e-commerce," he said. "All of this means it is a new way of acquiring luxury watches."

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