

JEWELRY

Hublot design celebrates love of art, 21st century woman

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Marc Ferrero wearing the watch. Image credit: Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is using the modern woman as a muse for its latest design created in partnership with an artist.

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On display at the upcoming Baselworld fair, the watch is designed in collaboration with contemporary painter Marc Ferrero. Ahead of International Women's Day on March 8, the Swiss watchmaker released images of its watch, inspired by the 21st century woman who it says sets herself apart as unpredictable, multifaceted and unique.

Hublot loves art

Big Bang One Click Marc Ferrero, Hublot's new watch, features the face of the watch intertwined with the face of a woman, with lipstick as the centerpiece.

The watch is actually a recreation of Mr. Ferrero's well-known painting, named "Lipstick."

"When I am asked 'What innovative and modern idea develops your painting?' Without hesitation, I answer fusion," Mr. Ferrero said in a statement. "Using different graphic styles (cubism, impressionism, surrealism, figurative, etc.) on the same plane or over my works-just like a film director uses special effects to tell a story-will always represent an extremely exciting challenge for me."



Hublot Big Bang One Click Marc Ferrero 465.SX.1130.VR.1213. Image credit: Hublot

The watch is part of the Hublot Loves Art series that focuses on combining art and watchmaking with unique products such as these.

It is made with Hublot's patent One Click fastening system for its strap, which is available in alligator and rubber. The watch itself is available in different colors.

Hublot is one of many brands inspired by women in today's society.

As the world turns to embrace women and push for equality, luxury brands are participating in full force for this year's International Women's Day to show that supporting the gender is an integral part of their businesses.

On March 8 this year, brands and consumers alike will join together to focus on gender equality and women's rights as part of the global day that has been celebrated for more than 100 years. Luxury brands such as Diane Von Furstenberg, Saks Fifth Avenue, MyTheresa and Net-A-Porter are finding unique ways to help women and show their support ([see story](#)).

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