

WATCHES AND JEWELRY

## Hublot taps British designer Samuel Ross as latest ambassador

October 14, 2020



Designer and artist Samuel Ross for Hublot. Image courtesy of Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is adding British designer Samuel Ross to its roster of ambassadors, as the LVMH-owned brand bolsters its reputation for innovation.

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At only 29 years of age, Mr. Ross has garnered attention as a protege of fashion designer Virgil Abloh and the winner of the 2019 Hublot Design Prize. The partnership also reflects Hublot's history as a relatively younger luxury brand, having only been established in 1980.

"Samuel Ross is one of those people who immediately makes an impact," said Ricardo Guadalupe, CEO at Hublot, in a statement. "His career has been unique, his rise swift; his creations are not dependent on any particular field or media, with his creativity crossing all disciplines."

"We share the same attraction to materials, technique and innovation," he said. "As is the case for all of the brand's friends and ambassadors, Samuel helps us define Hublot from a different angle."

**Hublot loves art**

Hublot has released a new short film to announce Mr. Ross as a new ambassador. He has a multidisciplinary background, and has designed menswear, furniture and installations.

In the film, the designer shares his philosophies on creativity, design and engineering. Mr. Ross is shown working on sketches, and the black-and-white cinematography allows his Hublot timepiece to shine.

*Samuel Ross talks about his shared priorities with Hublot*

The artist is also shown working on a sculpture that marks Hublot's 40th anniversary. His creation is being extended into an exhibition concept, including furniture & flagship store interiors.

"Hublot symbolizes daring innovation, the fusion of time between tradition and innovation, and the endless capacity to invent and reinvent materials," Mr. Ross said in a statement. "Our collaboration reflects how we create and make decisions: quickly, efficiently and precisely."

"My sculpture tells the story of Hublot using simple, clean lines, with a monochrome palette of hues, a touch of vivid color and a play on oversized dimensions," he said.

The watchmaker has previously celebrated art in special collaborations.

Hublot used the modern woman as a muse for a recent design created in partnership with an artist.

On display at the 2019 Baselworld fair, the watch is designed in collaboration with contemporary painter Marc Ferrero. The watch was inspired by the 21st century woman who it says sets herself apart as unpredictable, multifaceted and unique.

Hublot's watch, Big Bang One Click Marc Ferrero, 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" ([see story](#)).

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