

WATCHES AND JEWELRY

Hublot unveils new MECA-10 Clock as part of collaboration with L'Epe

October 20, 2020



The Hublot Meca-10 table clock. Image courtesy of Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot has used sophisticated engineering methods to produce an oversized version of its MECA-10 manufacture movement for use in a limited-edition table clock.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Quite similar in appearance to the wristwatch upon which it draws inspiration, the Hublot MECA-10 Clock is an oversized version of its predecessor. The clock is a joint collaboration between the LVMH-owned brand and L'Epe, which is based in the canton of Jura and specializes in mechanical clocks.

"We have managed to reproduce the unique features of our MECA-10 movement on a larger scale," said Ricardo Guadalupe, chief executive officer of Hublot, in a statement. "This feature of engineering was achieved thanks to the concerted effort of the teams from both Hublot and L'Epe."

Design in detail

The skeleton style of the manual movement system in the clock is inspired by Meccano construction sets.

Indeed, the skeleton architecture gives the movement a three-dimensional depth, which is clearly visible through the bridges and case back.

New Hublot [#Meca10](#) clock! Discover the oversized version of our famous [#BigBangMeca10](#), 10-day Power Reserve watch in a table clock. An exclusive limited edition piece reserved for true aficionados. pic.twitter.com/rFuFNv1cww

Hublot (@Hublot) [October 20, 2020](#)

Tweet from Hublot

The clock's 10-day power reserve is also displayed on a disc that can be read on the dial. Its case houses the

movement and its notched crown at 3 o'clock is rubber-coated for a better grip when manually winding it.

Enjoying a reputation for innovation, Hublot has recently made strides to advance itself in this regard and most recently added British designer Samuel Ross to its roster of ambassadors.

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.

Mr. Ross has a multidisciplinary background, and has designed menswear, furniture and installations ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.