

WATCHES AND JEWELRY

Hublot, DJ Snake release galactic limited-edition timepiece

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The Big Bang DJ Snake watch. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot and French-Algerian musician DJ Snake are unveiling an exclusive new timepiece.

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The Big Bang DJ Snake is made with just 100 pieces, serving as a blend of the watchmaker's expertise and the artist's personality. The timepiece is uniquely recognizable, with dazzling colors and cut-outs designed by the DJ on the outer edge of the bezel.

"[I am thrilled] to be able to wear and also offer my fans a watch which reflects my personality," said DJ Snake in a statement. "This is something that's been very important to me since the start of my partnership with Hublot."

Out of this world

Born William Sami tienne Grigahcine, but better known by stage name DJ Snake, the award-winning DJ is the first French artist to have songs with more than a billion plays on Spotify.

The Swiss watchmaker named DJ Snake as an ambassador three years ago. The first timepiece resulting from the relationship, the Big Bang DJ Snake is described as a subtle mix of Hublot's codes and DJ Snake's persona.

DJ Snake has been an ambassador for Hublot since 2018

The design borrows that of the Big Bang, with the watch gleaming with a thousand colored reflections due to a "Newton's Rings" effect. Different watch components have different colors, with a sapphire dial's silver metal counters, a rubber strap and an iridescent titanium and black PVD titanium buckle.

In an ode to DJ Snake's globetrotting career, the upper face of the sapphire dial features a map of the world in an array of colors.

Hublot and other luxury watchmakers have been garnering excitement for the U.S. Open tennis tournament with some familiar faces.

The Swiss watchmaker tapped Serbian tennis star Novak Djokovic as its newest brand ambassador ahead of the New York City tournament ([see story](#)).

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