

WATCHES AND JEWELRY

Hublot, Lang Lang contemplate the fleeting beauty of time in new spot

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Concert pianist and Hublot ambassador Lang Lang contemplates time in all its beauty and complexity in a new spot. Image credit: Hublot

By KATIE TAMOLA

Swiss watchmaker Hublot and renowned Chinese concert pianist Lang Lang are making beautiful music together in a new campaign.

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A short film, following the artist through his reflections on the complexity of time, a meeting with friends and a concert, is an entertaining and thought-provoking result of his relationship with the watchmaker. Artfully shot, vacillating between filming with colors and in black and white, the vignette is a tribute to the gift of time and how consumers choose to spend it.

"I appreciate the Hublot x Lang Lang story reflecting on the use of time," said Casey Golden, founder and CEO of Luxlock, New York.

"Real-life experiences are a result of how we spend our time," she said. "It's finite and never refunded use it well."

Time is everything

"A Melody in the Night Breeze" is shot in a dreamy fashion in black and white, and split into four chapters, opening with Mr. Lang, noting he views time as an immensely interesting concept.

The pianist elaborates, talking about the disparate ways people view time, in terms of the past, the future and faint memories. He then begins playing the piano, talking about visiting Shanghai for the first time, as scenes of people traversing throughout China's biggest city permeate.

The pianist reflects on both the past and present in the new short film

Mr. Lang wonders aloud: why does time feel like it's moving faster than it should?

Footage of Mr. Lang playing passionately and methodically continues, as his voiceover reveals that at the age of 9, his teacher told him that he would never make it as a professional musician. He continues, explaining that these remarks resonated with him, as both he and his teacher never could have anticipated what time would reveal his successful future.

"And that's the magic of time," he says.

Chapter II emerges, as the pianist eats breakfast and then sits down in an intimate group to discuss time, technology, loneliness and how the three entities overlap.

Mr. Lang joins Yafang Xue, watch and jewelry director at Modern Weekly; photographer Xiangyu Liu; and Xiaomo Xiong, creative director of Wallpaper. The group discusses use of technology during the pandemic, having to rely on the internet in their professional lives, and addressing the detriments of the entity.

"The fact is, technology has many merits," Mr. Lang said. "But sometimes it can also hide the truth."

They then talk about how in time and in life, some experiences can't be replicated, like hearing a live performance.

Chapter III begins with the pianist in the car with Gina Alice Redlinger, his wife and fellow pianist, with the two discussing his upcoming public performance. Mr. Lang plans to perfume "Jasmine Flower," saying he wants to give the performance a twist.

He then hands his wife a flower.

At the beginning of Chapter IV, the shot transforms into color. Mr. Lang starts with "Für Elise" by Beethoven, an aerial shot illustrating him lost in the music and a large crowd surrounding him, entranced.

The artist then plays "Alla Turca" by Mozart, as more shots of the Shanghai skyline permeate, with his performance ending with a rendition of "Jasmine Flower."

The video ends with a text overlay of the title and then the following words: "Hublot loves art."

Many hues of Hublot

Hublot does in fact seem to love art of many forms, as the Swiss watchmaker continues embarking on meaningful and unique partnerships with artistic and entertaining figures.

Last month, Hublot and French-Algerian musician DJ Snake unveiled an exclusive new timepiece.



The Big Bang DJ Snake watch. Image courtesy of Hublot

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 ([see story](#)).

Last year, Hublot added British designer Samuel Ross to its roster of ambassadors, as the LVMH-owned brand continued to bolster its reputation for innovation.

At only 29 years of age, Mr. Ross has garnered attention as a protégé 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 ([see story](#)).

Whether tapping music or fashion leaders, Hublot continues to be mindful in forming partnerships and connecting with ambassadors.

"Time has always been the ultimate luxury and I find this campaign to be on point with the Hublot heritage and the directions these collaborations are taking the brand," Ms. Golden said.

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