

WATCHES AND JEWELRY

Hublot delves into cryptocurrency with new partnership

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The Big Bang Unico Ledger package. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is capturing its appreciation for cryptocurrency with a special-edition timepiece.

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The watchmaker is introducing the Big Bang Unico Ledger, a timepiece launched in collaboration with crypto and digital asset platform Ledger. The watch symbolizes a melding of high-end crypto technology and traditional craftsmanship.

"Having served as the timekeeping partner of January's Crypto Finance Conference 2022 in St. Moritz, it brings me great pleasure to introduce today a watch that fuses together the many tantalizing possibilities that link high-end crypto and state-of-the-art mechanical watchmaking," said Ricardo Guadalupe, CEO of [Hublot](#), in a statement.

Time for the future

The Big Bang Unico Ledger package includes the watch, a limited-edition Ledger Nano X crypto wallet and a special sapphire watch box.

The watch is based on the Big Bang timepiece, featuring a black ceramic case, high-contrast golden bezel and other thoughtful features. The watch also includes gold and silver alloy that was used by Lydian and Greek societies around 625-600 B.C.

The new timepiece package melds the past and present

An ode to the partnership, the Bitcoin Latin motto "Vires in Numeris," translating to "strength in numbers," is written six times on the bezel's outer edge. The case back also features the Ledger logo and the 50 piece limited-edition number.

The watch comes with the Ledger & Hublot Nano X, a limited-edition crypto key that is only available with the watch. The Nano X is Ledger's signature digital asset wallet which helps encrypt, secure, manage and grow consumers' crypto assets.

The watch box is made of transparent smoked black sapphire, designed to represent the transparency and security

of blockchain and decentralized currency. The case also references the solid nature of traditional physical vaults and safes, which are not necessary when it comes to digital asset security.

The assortment of features and thoughtful composition materials reflect the partners' dedication to the past and present.

"I firmly believe this is the year when the watch industry will come to embrace cryptocurrency," Mr. Guadalupe said. "Hublot has always been first, unique, different and we're extremely proud and excited to introduce a luxury Swiss made watch that brings these two passionate, creative worlds together in such a historic, tangible way."

Digital assets have seen their market value surpass \$2 trillion and are primed for more growth and regulations, according to Bank of America.

Per Bank of America Global Research's "Digital Assets Primer," the digital asset ecosystem will be changing rapidly as it becomes more mainstream and investors look to cash in. The sector continues to grow in diverse categories, from wallets and custody services to cryptocurrency trading, cryptocurrency mining, merchant services and infrastructure and development ([see story](#)).

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