

JEWELRY

## Hublot, Murakami limit sale of 13 new timepieces to NFT owners only

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*The Classic Fusion Takashi Murakami Black Ceramic Rainbow features amethysts, rubies and topaz. Image credit: Hublot*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Hublot** is encouraging collectibility with a new iterative release.

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In a repeat collaboration with world-renowned Japanese pop artist Takashi Murakami, the brand is announcing the launch of 13 limited-edition Classic Fusion watches, to be distributed alongside corresponding non-fungible tokens (NFTs). To gain access to the drop online, however, consumers must already be the owners of at least one of the 324 Hublot x Takashi Murakami NFTs issued in April 2022, in a show of ultra-exclusivity.

"When my collaboration with Hublot was announced, we made it known that we would be adopting new forms of artistic expression," said Mr. Murakami, in a statement.

"After creating all the timepieces together, as well as the digital works of art, we are now imagining new ways of accessing contemporary art."

### Colorful collaboration

Revealed along with the announcement of the collaboration at New York's Glass House on Feb. 2, the final of 13 watches is a special Classic Fusion Takashi Murakami Black Ceramic Rainbow.

The timepiece updates one of the artist's signature symbols, the smiling flower. Its multicolored, 3D effect is rendered by a collection of topaz, amethysts, sapphires, rubies and tsavorites.

Twelve additional timepieces, available for purchase exclusively by holders of the NFTs via a dedicated ecommerce platform, recall this master edition, representing one of twelve petals. Collectors receive an NFT after purchasing one of these models.

Only then will they be able to trade for the remaining 12 NFTs on Open Sea. By April 2024, pending one lucky individual manages to collect all twelve, that luxury fan will become eligible to acquire the most exclusive aforementioned Classic Fusion Takashi Murakami Black Ceramic Rainbow.

If not, proceeds from the sale of the piece will to charity.

[View this post on Instagram](#)

A post shared by Hublot (@hublot)

All elements watch and NFT will be present at the 2023 Watches and Wonders trade show, which will be held in Geneva from March 27, 2023, to April 2, 2023.

This release marks the brand's latest collaboration with the artist, which began in January 2021 that first collaboration produced the Classic Fusion Takashi Murakami All Black, which serves as the partial inspiration for 13 new editions.

Matching NFTs for each of the timepieces take inspiration from Japanese television and video games of the 1970s.

Further securing its foothold in the digital world, the watchmaker took its first step into the metaverse last month with the sports-related launch "Hublot Loves Football Metaverse Stadium" ([see story](#)).

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