

JEWELRY

Hublot constructs limited-edition release from caffeinated castoffs

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The new Big Bang Unico Nespresso Origin is made from Nespresso coffee grounds and recycled aluminum capsules, a first-of-its-kind release for Hublot. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Hublot** is out with a sustainable timepiece, using materials from Swiss coffee company Nespresso.

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Bringing together their chosen crafts, the Swiss brands jointly created a limited-edition green watch. The new Big Bang Unico Nespresso Origin is made from Nespresso coffee grounds and recycled aluminum capsules, a first-of-its-kind release for Hublot.

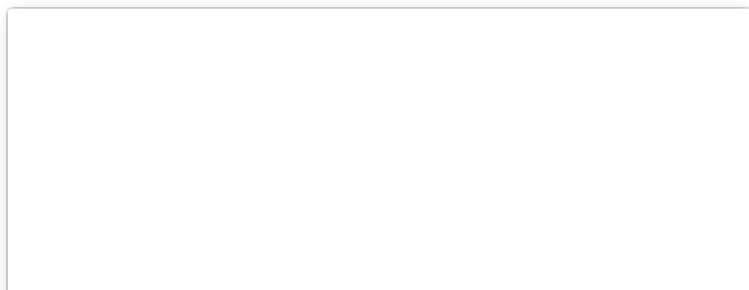
"The Big Bang Unico Nespresso Origin is the perfect illustration of the harmonious coexistence between circularity and luxury," said Guillaume Le Cunff, CEO of Nespresso, in a statement.

"It demonstrates that circular products can be just as elegant and refined as conventional luxury products, proving that it is possible to combine environmental values and aesthetic requirements without compromise."

Green grinds

Retailing for \$24,000 and available **by inquiry** only, the 200 new watches and their packaging are each results of innovation, time and of course, coffee.

Recycled aluminum and capsules were combined to create the 42mm case, crown, bezel and pusher. The strap is also composed of repurposed products, namely coffee grounds and recycled rubber.



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A post shared by Hublot (@hublot)

Adding to wearability, the interchangeable strap system in place allows consumers to switch the rubber one for a recycled fabric version, created with Nespresso partner SingTex.

Scaf, the fabric, is made up of 95 percent recycled polyester and 5 percent coffee grounds. The implementation of it marks the first time the material has been used as a watch strap.

Housing the Big Bang Unico Nespresso Origin is a newly-developed case, made from traceable oak wood. The interior additionally features 98 percent recycled materials.

Hublot aims to use the case for all collections going forward.

Despite the multi-material composition, the watch itself is a consistent green hue through and through. The shade references the Nespresso Master Origins Peru Organic capsule coffee.

"It took our R&D teams a whole year to achieve the uniformity of color for the watch's seven different materials, find the right balance of ingredients and perform the quality and durability testing on all the product components," said Ricardo Guadalupe, CEO of Hublot, in a statement.

Hublot has fronted sustainable feats before, also in a collaborative sense, in 2022 supporting emissions-free exploration ([see story](#)).

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