

JEWELRY

Hublot circles back with British creative Samuel Ross for limited-edition release

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Limited the release to 50 units, pricing for Hublot's "Big Bang Tourbillon SR_A by Samuel Ross" starts at \$127,000. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is launching a new timepiece in partnership with a prominent fashion figure.

Together with British designer Samuel Ross, the brand is releasing a new, limited-edition version of a signature watch style. The force, a Hublot ambassador, brings his cultural cachet and know-how to the luxury watch label for "Big Bang Tourbillon SR_A by Samuel Ross."

"The Big Bang Tourbillon Samuel Ross, launched in 2022, has ticked all the boxes of a successful and genuine collaboration, yet one in which Ross had left a powerful imprint through his aesthetic, functional and purposeful take on our watch, remaining true to who we are while shedding light from a different angle," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"His new iteration represents the next steps of a never-ending story demonstrating how creativity and engineering must never be taken for granted in consistently pushing existing boundaries to enhance our own creations."

New look

A three-year engineering process has yielded an almost entirely monochromatic update, though the 44mm exercise offers a blast of color, overall maintaining an industrial treatment emblematic of its namesake collaborator's approach.

Designed by Mr. Ross and limited to 50 units, Hublot's latest release is available upon [inquiry](#), with pricing starting at \$127,000.



The Big Bang Tourbillon SR_A. Image credit: Hublot

"We are focused on crafting refined, minimal and expressive timepieces," said Mr. Ross, in a statement.

"SR_A looks to expand, redefine and establish timeless icons of design, reflecting a spirit of innovation, optimism and craft," he said. "I firmly believe we need all three properties to usher in the next chapter of luxury."

Titled after Mr. Ross' studio, sculptural design elements have been brought on board.

Micro-blasted titanium has been applied to all case components in frame form, while a crown cast in gray rubber stands out. The brand's logo has been laser-etched onto an adjoining clasp.



The unit's Vivid Green band option is on display in new content from Hublot. Image credit: Hublot

Besides these special touches, Big Bang Tourbillon Wearers can take advantage of a tourbillon bridge that, neutral in tone, sets the stage for interchangeable straps available in three colorways, among them, a gray and soft black shade.

Joining many high-tech, metallic components, the unit's Vivid Green band option is on display in new content from Hublot. The piece comes to fruition as part of a long-term partnership between the British designer and Swiss watch experts.

The watch is showcased in a new ad from Hublot

Hublot and Mr. Ross today build on a foundation that began with an ambassadorship announcement in 2020 ([see story](#)).

Cited as a source of inspiration for the current timepiece, a former drop taking place that same year would mark a first-time foray with watchmaking for Mr. Ross.

The creative made a name for himself while working closely with the likes of the late American designer Virgil Abloh, having since carved out spaces at such names as LVMH-owned perfumer Acqua di Parma ([see story](#)) and fixtures maker Kohler ([see story](#)), remaining in-demand with the procurement of many modern collaborations.

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