

JEWELRY

Hublot unveils latest timepiece collaboration with Depeche Mode

April 8, 2024



The watch is limited to 100 total pieces. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is once again working with a big name in the music industry.

Collaborating with English band Depeche Mode which has partnered with the brand on several occasions Hublot is debuting a limited-edition timepiece. The "Spirit of Big Bang Depeche Mode" is a tribute to the performers' latest album, *Memento Mori*, with proceeds benefiting global charity Conservation Collective, which helps unify the work of smaller organizations looking to protect the environment.

"For almost 14 years now, Hublot has been working alongside Depeche Mode to protect humankind and our environment," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"*Memento Mori* makes us conscious of the passing of time," Mr. Guadalupe said. "This is something that we, as watchmakers, are naturally aware of.

"This is a serious issue, but one that we approach with joy and energy inspired by the music of Depeche Mode."

Icons meet icons

Limited to 100 total units, the timepiece is crafted from all-black ceramic, with the band's skull motif placed prominently on the dial.

The group's name, simplified to "DM," is present underneath the 6:00 marker, with the Hublot logo above the 12:00 tick. Each variant comes with two straps, one forged from recycled materials and velcro, and the other made of rubber.

Hublot presents its collaboration with Depeche Mode

"*Memento Mori* encourages us to be more mindful of just how fragile our existence is," said Martin Gore, a member of Depeche Mode, in a statement.

"This is why joining forces once again with our trusted friends at Hublot makes so much sense," Mr. Gore said. "Together, we can raise public awareness of environmental issues and support Conservation Collective in their efforts to protect our planet and life in all its forms."

Each of the 100 units comes packaged in a special box alongside a 10-inch vinyl single of Depeche Mode's "Wagging Tongue," a song off of their 15th studio album.

To purchase the "Spirit of Big Bang" Depeche Mode, interested parties must reach out to Hublot on their website or via telephone. The timepiece [retails](#) for \$34,100.

Musical collaborations have been prevalent throughout luxury, but especially in the watch sector, with Swiss watchmaker Audemars Piguet recently tapping American rapper Travis Scott to create a rare Royal Oak variant ([see story](#)).

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