

COMMERCE

# Hublot signs Jung Kook of BTS

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Hublot's new global brand ambassador, Jung Kook, wears the Big Bang Original Unico, launched in January 2026. Image credit: Hublot

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is bringing a global music act into its fold.

The brand has named South Korean singer Jung Kook, a member of K-pop group BTS, as its global brand ambassador. He stars in a new Hublot campaign sporting the Big Bang Original Unico, launched in January 2026.

"Jung Kook is one of the most influential artists of his generation," said Julien Tornare, CEO of Hublot, in a statement.

"His precision, his passion and his willingness to push boundaries reflect the very spirit of Hublot," Mr. Tornare said. "Just as we continuously rethink, refine and re-engineer our creations, from the fusion of materials to the mastery of our in-house movements, Jung Kook carries the spirit of evolution, always transforming, always original."

"We are honored to welcome him into the Hublot family."

## In the nick of time

Hublot connects the evolution of the Big Bang model since its debut in 2005 to the ambassador's career trajectory since first appearing on stage with BTS more than 12 years ago.

"Performing Dreamers at the FIFA World Cup in 2022, with Hublot as Official Timekeeper of the competition, was a moment where time and music felt connected," said Jung Kook, in a statement.

With every moment comes purpose. Not defined by time, but by mastering it. Jung Kook embodies the spirit of flowing with precision, finding strength in rhythm, and elegance in control. Watch the journey unfold with Hublot. [#Hublot pic.twitter.com/Adxml3BIMw](https://pic.twitter.com/Adxml3BIMw)

Hublot (@Hublot) February 12, 2026

"Now, collaborating with Hublot feels like that moment coming full circle," he said. "I've always admired the brand's confidence, its craftsmanship, its way of creating its own path."

Italian fashion house Valentino is similarly crossing over into the music industry, as it welcomed American singer-songwriter and

record producer Sombr to its ambassador roster earlier this month ([see story](#)).

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