

IN-STORE

Hublot unveils \$41K gold monochrome watch at Monaco ball

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By JEN KING

Swiss watchmaker Hublot is supporting gold's resurgence in fashion and haute couture by designing a monochromatic watch using the precious metal.

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Hublot's Big Bang Hublot Zegg & Cerlati Yellow Gold comes from an ongoing creative partnership with Monaco-based high-end jewelry boutique Zegg & Cerlati. With a reserve of only 50 pieces, the gold monochrome collaboration is likely to drive foot traffic for the retailer's boutiques while enticing watch collectors worldwide.

"The high-end watch market appeals to collectors who buy watches the way art collectors buy art," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy.

"Most watch collectors like to have one example of every significant trend in the watch industry," he said.

"If all-gold watches turn out to be a trend, many collectors would like to have one."

Mr. Ries is not affiliated with Hublot, but agreed to comment as an industry expert.

[Hublot](#) was unable to comment directly.

Golden

During the summer months, Hublot partnered with Tina Zegg and Carlo Cerlati, owners of Zegg & Cerlati, to create two monochromatic watches. The collaboration resulted in a pink gold and steel monochrome chronograph.

Playing off the original concept, the collaborators designed a watch with an 18-karat gold case, tone-on-tone mirror-polished dial and yellow-colored tone-on-tone calfskin strap.



Hublot's Yellow Gold

The watchmaker unveiled the Big Bang Hublot Zegg & Cerlati Yellow Gold on Dec. 7 during the Monte Carlo Christmas Ball in Monaco. Held in the Hotel de Paris' Empire Room, the Yellow Gold watch supported the night's theme of a yellow gold and white Christmas.

Hublot's Yellow Gold is available in a 50-piece reserve at only three jewelry boutiques worldwide. Consumers can purchase the watch for \$41,712 at Zegg & Cerlati's Monte Carlo, Monaco, Ischgl, Austria or Samuan, Switzerland locations.

Although the watch is extremely exclusive, Hublot still used its social media pages to promote its collaboration. On Facebook and Twitter the watchmaker posted photos and watch details to generate interest as well as envy among interested horologists who may not get to Zegg & Cerlati boutiques before the Yellow Gold sells out.



Hublot - Official @Hublot
Face & Back of the new Hublot Big Bang Zegg & Cerlati Yellow
[#Gold pic.twitter.com/V4v9Dzw5Oa](#)

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Hublot tweet promoting the Yellow Gold

Beyond exclusive

Watchmakers commonly design limited-edition, highly exclusive watches to show skill and pique the interest of the world's wealthy.

For example, Switzerland's Vacheron Constantin is targeting affluent Chinese watch enthusiasts with an ultra-exclusive timepiece series that celebrates the Chinese New Year Feb. 1.

Vacheron's Metiers d'Art Legend of the Chinese Zodiac watches fete the start of the Year of the Horse. The 24-piece watch series incorporate elements of Chinese culture to create a timepiece of significant value in terms of local customs and horology ([see story](#)).

The watchmaker also added to its Collection Excellence Platine series with the addition of a limited edition-platinum timepiece that is priced at \$323,500.

Vacheron Constantin's highly anticipated Patrimony Traditionnelle 14-Day Tourbillon combines technology and style sure to be sought after by timepiece enthusiasts ([see story](#)).

Although exclusive releases build up a lot of interest, much of that interest falls by the wayside since only a handful of consumers can capitalize.

"The biggest advantage of a new and different watch is to create publicity and interest in the brand," Mr. Ries said.

"But the short run of 50 watches and exclusive distribution negates much of the favorable publicity the all-gold watch might generate."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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