

# Hublot A Big Bang Watch

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Friday, 16 June 2006

Hublot watches haven't stop to seduce celebrities and rich people since the last 25 year. Their exclusive concept - revolution and fusion of design combined with modern technique - has pioneered the matching of a precious gold watch case with a natural rubber strap. For Hublot, the rubber is not a fashion trend but it represents its philosophy, a way of life and the trade-mark of the brand. Hublot is one of the younger watches to have muscled its way to the top of the watch world. The credit of developing the Hublot watch goes to Carlo Crocco, a watchmaker born with watch making genes. In 1980, Hublot unexpectedly teamed gold with rubber to give birth to a unique timepiece. This exceptional design that led this industry trend appropriately describes the history of the solid gold Hublot watch fitted with the first black strap in natural rubber. The eye-catching blend of polished and finely brushed metal, the bezel fixed by 12 screws marking the hours, the minimalist black dial and the famous black strap in natural rubber have been the hallmark of the brand since the very first day. Carlo Crocco wanted to shiver the world with a design that was revolutionary, sporty and elegant, a design that would make the world sit up and take notice. Elegant and sporty, the collections of Hublot watches have continued to adhere to the original concept watch, modeled after a "hublot", the French word for a porthole. Crocco spent hours designing the each part of the watch distinctively. Big Bang is the key to the new Hublot Fusion concept. The sides of the Big Bang make it stand apart from other timekeepers due to two aspects. Firstly, natural black rubber Hublot strap that has symbolised the brand. And secondly, the multi-layered construction of its case that allows a play on materials. Another major innovation of the Hublot Big Bang is the new Hublot deploy ant clasp and rubber strap, now made adjustable to adapt instantly to different wrist sizes, with no loss of the timekeeper's essential comfort or ultra-functionality. Hublot is introducing for 2005 the Fusion, the first colour 'croco' strap revealing a rainbow of colours from navy blue to burgundy, pink, white, grey and chocolate, but Hublot has kept its rubber base to preserve the timeless comfort characteristic of Hublot watches. Every one got astounded at Crocco's choice of material, but Crocco was not deterred. He spent three years trying to fashion a strap from rubber. He spent all his time and money on researching with the rubber strap that was supple, light and durable. At the Basel Fair in 1980, the watch was showcased which was go on to be sensation. Its most celebrated collections include the "Big Bang" line of watches which were made by the fusion of materials such as gold, ceramic rose gold, tantalum and rubber. Then the Crocco was flooded by orders from royalty and celebrities. The watch Hublot also presents an exquisite jewellery model of watches that were studded with diamonds and precious stones that complete gracefully the Hublot collection. Diamonds set at the hour indicators, or even faces paved in diamonds are among the variations available for these sparkling masterpieces of the jeweler's art. Equally stunning was Hublot's art collection which was made of exquisite dials, splendid bas relief works and superb engravings.