

HUBLOT BIG BANG DJ SNAKE

The most streamed French artist in the world, with a slew of international hits, DJ Snake is joining forces with Hublot to unveil an exclusive creation: the Big Bang DJ Snake. A watch boasting a myriad of facets, just like the talented artist who inspired it.

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To be able to wear – and also offer my fans – a watch which reflects my personality is something that has been very important to me since the start of my partnership with Hublot. I am delighted to have been able to combine my inspiration with the expertise of the fantastic watchmakers and technicians at this Swiss brand."

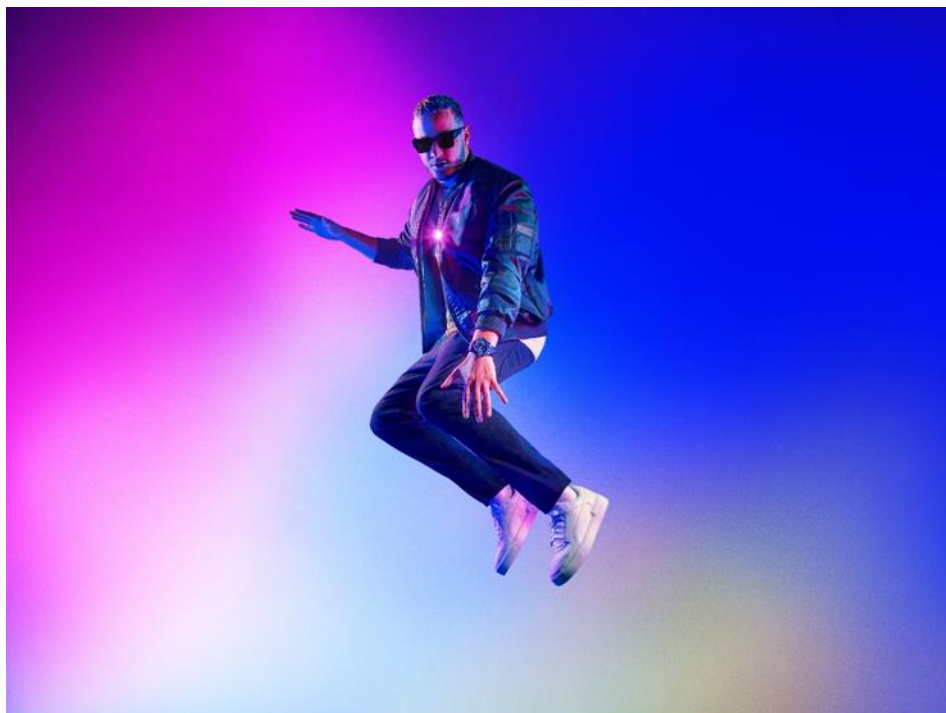
— DJ Snake



DJ Snake turns everything he touches to gold! We are thrilled to have been able to channel his outstanding creativity into this new limited edition piece. The result is truly multifaceted, just like DJ Snake's talents!"

— Ricardo Guadalupe
HUBLOT CEO





DJ Snake has such a huge presence in today's musical landscape that he needs no introduction. The electronic music star first came to public attention with the track "Turn Down For What", released in 2013. Since then, the hits have racked up: "Lean On", "Loco Contigo", "Let Me Love You" with Justin Bieber, and "Selfish Love" with Selena Gomez. Diplo, Kanye West, Lil Jon... the collaborations keep on coming! He became the first French artist to have two songs with over a billion plays on Spotify, and the awards have rained down: Billboard Music Awards; MTV Music Awards; and no fewer than three NRJ Music Awards.

Hublot and DJ Snake have been partners since January 1st 2018, when he presided over the decks at Hublot's closing evening during the FIFA World Cup in Russia.

Three years later, the first watch of this partnership is being unveiled: The Big Bang DJ Snake.

The instantly recognizable and iconic design of the Big Bang now has an iridescent shine, with countless blue and purple hues. The bezel and the six titanium components of the 45-mm case are treated with a special and technical manufacturing process, similar to a black PVD treatment. During the process, the different components of the watch must each be placed in specific positions when they are coated with different colors. The result is an optical effect in which the colors of the watch change depending on the light and when viewed from different angles. Not only that, but the surface of the parts was hardened before the iridescent treatment in order to improve its adherence. This operation is a complex one as it is difficult to obtain the same gradation of colour on each of the 100 watches being produced. The cut-outs on the outer edge of the bezel were designed by DJ Snake himself. These notches make the Big Bang DJ Snake immediately recognisable, distinguishing it from other collections. An illustration of the "Art of Fusion" philosophy so dear to Hublot!

On the upper face of the sapphire dial in the same colours as the case, a globe is featured, the signature of the electronic music star. A nod both to his travels across the planet for his concerts and to the fact that his hits have made the world his home. The lower section is skeletonised and treated to create sections with a black *fumé* finish.

This semi-transparent finish allows a glimpse of the famous calibre HUB1242 UNICO movement, a flyback chronograph with a power reserve of 72 hours.

Limited to 100 pieces, the Big Bang DJ Snake will be supplied with two straps which are easily interchangeable thanks to Hublot's patented One Click system. The first is made from rubber, with a grey, black and purple camouflage pattern echoing the myriad colours reflected by the watch case. The second, also rubber, has a black ribbed structure. The clasp on these straps also features the same "Newton's Rings" effect as the case and bezel.

HUBLOT

Founded in Switzerland in 1980, HUBLOT is defined by its innovative concept, which began with the highly original combination of gold and rubber. This "Art of Fusion" stems from the imagination of its visionary Chairman, Jean-Claude Biver, and has been driven forward by CEO Ricardo Guadalupe since 2012.

The release of the iconic, multi-award-winning Big Bang in 2005 paved the way for new flagship collections (Classic Fusion, Spirit of Big Bang), with complications ranging from the simple to the highly sophisticated, establishing the extraordinary DNA of the Swiss watchmaking house and ensuring its impressive growth.

Keen to preserve its traditional and cutting-edge expertise, and guided by its philosophy to "Be First, Different and Unique", the Swiss watchmaker is consistently ahead of the curve, through its innovations in materials (scratch-resistant Magic Gold, ceramics in vibrant colours, sapphire), and the creation of Manufacture movements (Unico, Meca-10, Tourbillon).

HUBLOT is fully committed to creating a Haute Horlogerie brand with a visionary future: a future which is fused with the key events and brands of our times (FIFA World Cup™, UEFA Champions League™, UEFA EURO™) and the finest ambassadors our era has to offer (Kylian Mbappé, Usain Bolt, Pelé).

Discover the HUBLOT universe at our network of boutiques located in key cities across the globe: Geneva, Paris, London, New York, Hong Kong, Dubai, Tokyo, Singapore, Zürich and at HUBLOT.com



**HUBLOT BIG BANG DJ SNAKE
TECHNICAL SPECIFICATIONS**



REFERENCE

411.NN.0179.RX.DJS21
Limited to 100 pieces

CASE

Iridescent polished and satin-finished titanium

Diameter: 45 mm
Thickness: 15.45 mm
Water resistance: 10 ATM (100 m)

CASE-BACK

Iridescent satin-finished titanium, engraved "LIMITED EDITION"
Sapphire crystal with anti-reflective treatment

BEZEL

Iridescent polished and satin-finished titanium

DIAL

Sapphire dial with silver metal counters + printed map of the world in gradations of colour

MOVEMENT

Calibre Hublot HUB1242
UNICO Manufacture self-winding Chronograph Flyback movement with column wheel

Frequency: 4 Hz (28,800 Vib/h)
Power reserve: 72 hours
Number of components: 330
Jewels: 38

STRAP AND BUCKLE

Strap 1: Grey/Black/Purple Camouflage rubber strap

Strap 2: Ribbed Black rubber strap

Black PVD titanium and iridescent titanium deployant buckle

PRICE

24'900 CHF
25'900 EUR
26'200 USD
21'700 GBP

