



## HUBLOT PARTNERS WITH STREET ARTISTS HUSH & TRISTAN EATON IN CELEBRATION OF FAME VS FORTUNE

*HUBLOT'S LATEST COLLABORATION BRINGS ARTISTS FROM WEST AND EAST COAST INSPIRATION TOGETHER IN NEW YORK CITY TO LAUNCH A LIMITED-EDITION SET*

**November 29, 2017 [New York, NY]** – Yesterday night, Swiss Luxury watchmaker Hublot celebrated its passion for art and its ongoing campaign, HUBLOT LOVES ART, by bringing together street artists **Hush** and **Tristan Eaton** for the launch of “Fame vs. Fortune”; a limited-edition art timepiece concept. Hush represents *Fame* symbolizing the West Coast sensibility - where the Hollywood film industry reigns supreme. Eaton in turn, represents *Fortune* embodying an East Coast mentality, home of New York City’s Financial District which is the birth place of so many great fortunes. Each artist brings his unique sensibility rooted in his “represented” coast.

The artists appeared together at Lightbox Studios outside Times Square with **Hublot of America Managing Director Jean-François Sberro**, to launch their respective limited-edition timepieces, that incorporate their artistic talents. Attendees including friend of the brand **Jesse Palmer**, media, and fellow artists experienced this vision interpreted in dramatic video art stretched across the loft’s walls. An interactive digital display provided background information on both Hush and Tristan Eaton through touch screen capabilities. To further extend the brand’s “Art of Fusion” concept, entertainment was provided by mashup pioneer **DJ Z-Trip** and the conceptual live art-jazz musicians **Too Many Zooz**. Respective coastal street food served from food carts, included “Liberty Dogs” hot dogs inspired by New York and “Los Tacos” Mexican specialties inspired by Los Angeles.

The two will appear together again in Miami next week, where they will take over the Hublot boutique in Bal Harbour to kick off the annual *Hublot Loves Art in Miami* series of events.

**Ricardo Guadalupe, Hublot CEO, shared:** “Hublot loves Art! This is why we are thrilled to once again partner with Tristan for our second collaboration and collaborate with Hush for the first time. This project brings together two dynamic, and unique artistic styles, each one incorporated collaboratively with Hublot. The result is a unique and original set of 2 timepieces, that I am sure, collectors of both watches and art are sure to love.”



Artist **Hush** said, “The image I created for Hublot has a multitude of ideas which represent 'Fame, individuality and strength to the iconic personality' as well as placing itself in time through my contemporary street art influenced aesthetic. I took inspiration from Hollywood icons and tried to celebrate that through the strong posing image of a woman’s portrait.”

Artist **Tristan Eaton** added, “It is exciting for me as an artist to have the opportunity once again to partner with Hublot and collaborate on another timepiece with the brand. For my watch, I incorporated bronze to symbolize the famous Charging Bull, originally a guerilla art piece that now sits in the heart of the Financial District in NYC and serves as a symbol of financial success and the unbounding spirit of the American people.”

Hush, whose art is prominently found throughout various districts of Los Angeles, designed the **Spirit of Big Bang West Coast Ceramic Black and White** for Hublot, inspired by Hollywood icons to represent West Coast “Fame” and manifested itself as a black-and-white woman’s portrait splashed across the case back in a multi-colored collage of mixed media. The timepiece features a skeletonized dial, or “Aerofusion” encased by a white ceramic bezel. Hush’s frescoes have appeared throughout the heart of LA’s shopping district on Melrose, downtown LA’s art district, posh streets in West Hollywood, and ocean-side in Santa Monica.

As for Tristan Eaton’s piece, the **Classic Fusion Bronze**, features brushed bronze and polished gold-plated appliques to represent East Coast “Fortune”, and specifically the Charging Bull sculpture symbolizing New York City’s Financial District. The case back displays a medley of motifs that illustrate a Wall Street theme, including an image of a bull, money sign, and Wall Street sign. Some of Tristan’s most iconic murals are found in New York City, including the eye-catching mural of Audrey Hepburn in Little Italy, “The Monster Within” in Brooklyn’s Coney Island, “Big City of Dreams” between Mulberry and Lafayette in Soho, and “Liberty” downtown which inspired Hublot’s first collection with the artist.

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CLICK [HERE](#) FOR FAME vs FORTUNE LIMITED EDITION IMAGERY

CLICK [HERE](#) FOR LINK TO EVENT IMAGERY



**CLASSIC FUSION 45mm CHRONOGRAPH “EAST COAST BRONZE”**  
By Tristan Eaton

Reference:	521.BZ.6680.VR.EWC17
Limitation:	SPECIAL EDITION XX/50
Diameter & Thickness:	45 mm & 13.05 mm
Water Resistant:	5 ATM (50m)
Case:	Brushed bronze*
Bezel:	Brushed bronze*
Screws « H »:	Polished titanium
Glass:	Sapphire with anti-reflective treatment
Crown:	Brushed bronze* with HUBLOT logo
Pushers:	Brushed bronze*
Case back:	Microblasted black ceramic engraved "SPECIAL" + "EDITION" + "XX/50"
Case back Glass:	Sapphire with anti-reflective treatment + "EWC17" logo printed
Dial:	Gradient mat brown with “EWC17” logo at 3 o'clock counter Polished gold-plated appliques
Hands:	Polished gold-plated hands
Movement:	Caliber Hublot HUB1143, Self-winding Chronograph movement
Dimensions:	Dia. 30 mm (13 <sup>1/4</sup> "); Thickness 6.9 mm
No of Components:	280
Jewels:	59
Frequency:	4 Hz (28'800 A/h)
Power reserve:	42 Hours
Strap:	Black rubber and brown calf embossed with “EWC17” logo and brown stitching
2ND Strap:	Black rubber and brown alligator with brown stitching
Buckle:	Black PVD stainless steel deployant buckle clasp with brushed bronze*insert



**SPIRIT OF BIG BANG "WEST COAST CERAMIC BLACK AND WHITE"**  
By HUSH

Reference:	641.CI.0112.VR.EWC17
Limitation:	SPECIAL EDITION XX/50
Diameter & Thickness:	42 mm & 14.10 mm
Water Resistant:	100 ATM (100m)
Case:	Black microblasted ceramic
Bezel:	White microblasted ceramic
Screws « H »:	Black PVD polished titanium
Glass:	Sapphire with anti-reflective treatment
Crown:	Black PVD titanium with black rubber insert
Pushers:	Black PVD titanium with black rubber insert
Case back:	Black microblasted ceramic engraved "SPECIAL EDITION" + "XX/50"
Case back Glass:	Sapphire with anti-reflective treatment + "EWC17" logo printed
Dial:	Mat black dial with "EWC17" logo at 9 o'clock counter Black-plated appliques with white luminescent
Hands:	Black-plated with white luminescent
Movement:	HUB4700, self-winding Chronograph movement
Dimensions:	Dia. 30 mm (13 <sup>1/4</sup> "); Thickness 6.62 mm
Date:	Skeleton calendar display at 4.30
No of Components:	278
Jewels:	31
Frequency:	5 Hz (36'000 A/h)
Power reserve:	50 Hours
Strap:	Black rubber and multicolour calf with stitching
2ND Strap:	Black rubber and white alligator with white stitching
Buckle:	Black ceramic deployant buckle clasp



### **ABOUT HUBLOT**

Hublot, meaning, “A different way to progress,” say those who know this unique Swiss luxury watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream initiated and developed by Hublot’s Chairman Jean-Claude Biver with CEO Ricardo Guadalupe when they took control of the brand in 2004. These two men are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, Classic Fusion, and MP Manufacture Pieces Collection represent the symbols of a constantly evolving tradition.

From in-house watch complications, including award-winning minute repeaters and tourbillons, to revolutionary materials such as patented and scratch resistant Magic Gold, colored Texalium carbon fiber, and transparent and colored sapphire cases to world class collaborations such as Ferrari, FIFA™ World Cup, and Italia Independent, Hublot characterizes itself through the “Art of Fusion” philosophy, bringing tradition into the future.

### **ABOUT TRISTAN EATON**

Born in L.A. in 1978, Tristan Eaton started pursuing street art as a teenager, painting everything from billboards to dumpsters in the urban landscapes of the cities where he lived, be it London, Detroit – and New York.

He designed his first toy for Fisher-Price at 18 years old and soon became a driving force in the world of ‘Art Toys’. Eaton’s work for Kidrobot, including the famous Dunny and Munny art toys, helped him achieve international renown and an ever-growing fan base. After forming his Creative Agency Thunderdog Studios in New York City in 2004, Eaton became a leader in commercial-art and Creative Direction, and is regularly commissioned by a roster of clients that include Nike, Versace, and even Barack Obama.

Eaton’s large-scale mural work can be found in over 16 countries and features a meticulous, visual collage of pop imagery mixed with his unique personal style, all executed with freehand spray paint on a colossal scale. Eaton now focuses on his Fine Art and large-scale mural work full-time, which can be found in dozens of cities across the globe from Paris to Shanghai.

Eaton’s work can also be seen in the permanent collection of the MoMA (Museum of Modern Art, New York).

### **ABOUT HUSH**

From his London studio, HUSH paints for exhibition and site work in North America, Europe and Australia. A UK native, his street art, murals, and paintings have been featured in numerous books and publications and was recognized by London’s *The Independent* as one of the ‘Top 20 Up and Coming Artists’. HUSH lately curated New York hotspot VANDAL situated in the Bowery. As well as creating a large-scale mural himself he curated some of the best artists working within the street and urban art world today. For more information about the artist, please visit [www.studio-hush.com](http://www.studio-hush.com).