

JEWELRY

# Hublot wraps immersive online watchmaking experience

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*The brand's Unico chronograph movement, the first to be fully developed in-house, is at the center of a mid-month launch involving Epic Games. Image credit: Hublot*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is increasingly engaging with clients and collectors in the digital realm.

The brand's Unico chronograph movement is the first to be fully developed in-house and centers an effort imagined American software company Epic Games. The online update called "The Unico Experience" allowed guests to interact with Hublot's fine watchmaking process up-close, recalling the Art of Fusion as its timepieces reached new mediums this month.

"We at Hublot are thrilled to introduce the Unico Experience, a testament to our unwavering commitment to innovation and excellence in the world of watchmaking," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"This immersive journey not only showcases our iconic Unico in-house chronograph movement but also offers our esteemed collectors an unprecedented opportunity to engage with our watchmakers in a digital realm," Mr. Guadalupe said. "The special configurator marks an exciting milestone, allowing our guests to tailor their own unique Big Bang.

"This exclusive event underscores our ongoing commitment to innovation and personalized luxury experiences for our valued clients."

## Digital domain

The experience, which ran from May 14 and 18, 2024, remained accessible via desktop and mobile web browsers during its limited run.

Through "The Unico Experience," guests were able to see how the HUB1280 watch calibre works on a piece-by-piece basis in a 3D rendered space, then assemble the components at the end. For select participants, a real Hublot master craftsman would provide the walkthrough live from the manufacturing facility in Nyon, Switzerland.

*Epic Games' software was used to create the immersive online event*

Following the presentation, users were able to design a bespoke Unico timepiece through a special configurator, with choices determining the material and size of the case, dial and bezel color, a choice of strap and an opportunity to have a name, initial or date engraved in the watch.

To help bring “The Unico Experience” to life, Hublot used the software company’s Unreal Engine and MetaHuman technologies to create the 3D rendered horology elements, environments and virtual craftspeople. The activation comes as the latest action between Hublot’s parent company LVMH and Epic Games, with the partnership just over a year ago ([see story](#)).

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