

## Hublot Oceanographic 4000

For a watch company that was only born in 1980 Hublot has come a long, long way. From the outset they have shown themselves to be high-end, innovative and very stylish. Their designs are influenced by what they call "The Art of Fusion" which is basically the fusion of very different materials and ideas. For example, one of their earliest watches had a brushed gold case with a black rubber strap - very unusual in its day. The combination works well and the watch is beautifully minimalist in design - take a look at it on the Hublot website. And, while you're there, you might also want to look at some of their other amazing creations. In 2005 they introduced their Big Bang range which once again fused different design ideas together in a very effective way. The range culminated in the Big Bang \$1 million - a watch that appears to be made completely from diamonds. Nothing minimalist about that one - but it certainly makes a statement!

With the introduction of the Hublot Oceanographic 4000 in 2011 the company once again wanted to make a bold statement that would get the world's attention. This was not going to be just another luxury dive watch entering the market. The first thing they did was to make "the most pressure resistant watch in the world". It can withstand pressure to a depth of 4000m. Having just written a piece on the Rolex Deepsea Challenger (resistant to 12 000m) we know that their claim to be "the most pressure resistant watch" is not 100% true. However, the Rolex Deepsea Challenger is not commercially available so perhaps Hublot were only referring to watches that we can actually buy?

Is making a watch that is water resistant to 4000m just a publicity stunt? Yes, probably. After all, the deepest dive to date is "only" 700m. And a diver requires about 11 days in a decompression chamber to recover from that! Commentators suggest that divers may get to 1000m one day but 4000m...? No, this is all about bragging rights.

Of course, to withstand this kind of pressure the watch needs to be built like a tank and this is definitely the case with the Hublot Oceanographic 4000. This is one big, chunky timepiece - the sapphire glass alone is 6.5mm thick. The diameter is 48mm but it is the thickness on the wrist that is most noticeable.

The famous Oceanographic Museum in Monaco has agreed to be associated with the watch which meant that Prince Albert (and a mermaid) were at the launch to help create a real splash. Prince Albert described the watch as "beautiful...very strong, very robust". Strong and robust - I would agree with. Beautiful? I'm not so sure.

Anyway, it sounds like Hublot is putting their money where their mouth is by pledging "to actively support the study and preservation of the marine environment by providing financial backing for missions and scientific surveys conducted by the Oceanographic Institute."

Articles for [www.mensdivewatchreport.com](http://www.mensdivewatchreport.com)

This is a limited edition watch – with only 1000 titanium models and 500 carbon fibre models produced. The titanium model sells for approximately US\$20 000 and you can add another \$5000 to that for the carbon fibre model.

To see the Monaco launch go to <http://www.youtube.com/watch?v=46oOi83l--8>

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