

ORACLE TIME



Form and function with
HUBLOT X SAMUEL ROSS

The Design Issue
WATCHMAKERS, CAR DESIGNERS & ARCHITECTS



At Baselworld 10 years ago, one designer stood out in the crowd. Eric Giroud's designs were in eight different brand booths with 10 designs. And we don't even know if that was his peak. Eric is an award-winning designer known for such avant-garde goodness as the sleek hypercar-inspired MB&F HM8 Mark 2. With his signature bold-framed specs, he has had a hand in numerous designs over the years, including many MB&Fs. He's also been associated with Max Büsser's mad (M.A.D actually) lab of horology since its inception and the 2006 HM1.

Eric Giroud

Known as the secret weapon of many Swiss watch brands, Eric has penned designs that cover all tiers, while usually wearing a fave seventies Carrera ref.1158CHN. As we have seen before, some of the best designs in the watch world come from non-product designers, as is the case with Giroud who opened his architecture practice in 1989, only later being drawn into the world of graphic design and watches. You'll find his creative output in watches from Tissot to Vacheron Constantin, with big-budget indies including Badollet, MCT and Harry Winston showing off his vast spectre of style. Eric Giroud also won the coveted Red Dot award in 2013 with the mad Swarovski Crystallium.

