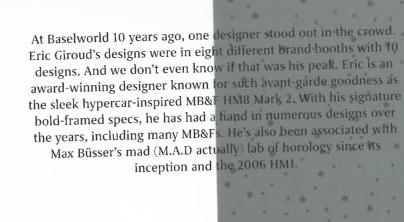
## ORACLE TIME



Form and function with

## **HUBLOT X SAMUEL ROSS**

The Design Issue WATCHMAKERS, CAR DESIGNERS & ARCHITECTS



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.