

Hip-Hop Timepiece From Jay-Z

Written by Robert ID1204

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Hip-hop rap artist Jay-Z's move to the executive CEO suite at Island Def Jam isn't keeping the rap mogul from tending to his other businesses.

The rapper-turned-executive will unveil a line of limited edition watches today with the upscale Swiss watchmaker Audemars Piguet.

The watches, created to commemorate Jay-Z's 10th anniversary in the music industry, will cost between \$24,000 and \$100,000, depending on whether they are made of stainless steel, rose gold or platinum.

Only 100 are being made; 50 in stainless steel; 30 in rose gold; and 20 in platinum. They will be sold in Audemars Piguet shops.

"I've always been a big fan of Audemars Piguet," Jay-Z said. "I didn't pitch him on it," Jay-Z said, of the watchmaker's North American President Francois-Henry Bennahmias. "It was something he came to me with."

Each watch that is sold will come with a specially engraved iPod with Jay-Z's albums already uploaded.

Hip-hop rap artist Jay-Z, whose real name is Shawn Carter, became president and CEO of Def Jam Recordings last year. Def Jam Recordings is the legendary hip-hop label founded by music moguls Russell Simmons and Lyor Cohen.