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Press release

Upcycled Swiss Military Jacket

Weltmann presents a sustainable watch accessory set with Swiss heritage

Switzerland stands for freedom, democracy and neutrality like no other country. Its military is considered modern and popular. The quality of Swiss equipment is outstanding. From the mid-70s to the 90s of the last century, the uniform jacket of the Swiss army was made of the finest loden according to the "Ordonnanz72". This multifunctional fabric made of highly compressed alpine sheep's wool is extremely resistant and durable. Loden is by nature stain resistant, odorless, flame retardant and thermoregulating. Depending on the individual piece and the incidence of light, its color varies from stone gray to olive green.

With the new collection "Upcycled Swiss Military Jacket" it has been possible to create a three-piece accessory set from this traditional textile especially for watch lovers. Consisting of watch strap, case for glasses and key ring, the arrangement of reused military jacket fabric and premium Nappa leather presents a coordinated look. Handcrafted in Germany, the pieces also come up with sophisticated detail.

For example, the watch straps are equipped with interchangeable spring bars from the Swiss precision manufacture CAPSA. The image change of the personal favorite watch thus is done safely and easily without the use of additional tools.

Thanks to a special cold drawing technique, the genuine 925 sterling silver of the key ring provides the necessary clamping force for a split ring. Nevertheless, the soft precious metal remains open to scratches and small dents and thus lives the character of its owner. A special diamond engraving with double scoring creates a brilliant effect and enhances the contrast with the brushed surface. With the Latin inscription HORA SIT OPTIMA VOBIS - Let this hour be the best for you - the keychain turns into a lucky charm for passionate watch lovers.

The classic glasses case with its generous dimensions of 17cm x 8cm not only protects delicate reading glasses from scratches, but also large sunglasses. Its clean cut and excellent leather quality make it a statement of high standards without being obtrusive.

In the production of the StyleSets, Weltmann specifically involves social projects to promote inclusion and integration in the value creation process. For example, the sterling silver rings are re-polished by hand as part of a Munich social project before being shipped and then attached to the pendant. The three-piece set, produced in a small series, costs 580 euros.

"It is a particular pleasure for us to have created a timeless collector's item from this special material with its unique history," says Weltmann CEO Michael Holz, "each one a statement for resource conservation and classic upcycling, and each one unique in its own right."

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