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Press release from the WELTMANN brand

“Celebrate your watch“

WELTMANN presents a sustainable accessory set for your personal favorite watch.

The luxury label WELTMANN from Munich, true watch lovers in mind, presents a three-piece accessory combination for one’s favorite personal watch. Watch strap, keychain and optical case are handmade and match beautifully in terms of material and design. The new StyleSet "Upcycled-Denim X Vegan Apple Leather" aims at sporty casualness and emphasizes the idea of sustainability.

Originating near Venice from the traditional brand BERTO, this denim fabric is obtained from conventionally produced yarn residues and therefore requires only a fraction of the usual amounts of water, chemicals and CO2 emissions. The apple leather by the name of “Apple Skin”, which has been awarded numerous innovation prizes, is produced in beautiful Florence. Hand-flattering, fresh and 100% vegan, it is obtained from fruit juice production residues.

The accessories, made in Germany, also come up with sophisticated details. For example, the watch straps are equipped with original Swiss made CAPSA interchangeable spring bars. The transformation of image of your personal favorite watch thus takes place in a safe and uncomplicated way without the use of tools.

Thanks to a special cold-drawing technique, the genuine 925 sterling silver of the WELTMANN key ring provides the necessary tension for a split ring. Nevertheless, the soft precious metal remains open to scratches and dents expressing 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 classic key ring transforms into a lucky charm for passionate watch lovers.

The production of the StyleSets includes social projects in the value creation process, promoting inclusion and integration. The keychain made of genuine sterling silver, for example, is being hand-polished locally in Munich as part of a social cooperation project.

The set, which is produced only in small numbers, costs 250 euros.

Press contact WELTMANN:

Dipl.-Kfm. Michael Holz
managing director
WELTMANN®
neowelt media group GmbH
Bahnhofstraße 30
85609 Aschheim /Munich
Germany

Phone: 0049-(0)89/944 9778- 12
Fax: 0049 (0)89/944 9778- 20
E-mail: service@weltmann-munich.com
www.weltmann-munich.com

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