

HEGID UNVEILS LEATHER BRACELET WITH LUMINESCENT DETAILS AT NIGHT

Basel, March 20th, 2019

At Baselworld 2019, Hegid, new French brand of evolutionary watchmaking, unveils leather bracelets with luminescent details, an aesthetic and functional innovation, developed in partnership with the Atelier du Bracelet Parisien, the famous high-end maison specialized in leather for watchmaking, which has developed a unique luminescent applied technique for the bracelets of high-end watches.

Hegid has developed an exceptionally qualitative mechanical watch, which has the power to visually change according to the desires and needs, in order to never get bored. In seconds and without any tools, the timepiece is transformed with ease and freedom, which results in possibilities previously unknown in watchmaking. The watch is decomposed into three parts:

- the capsule, the heart of the watch containing its precise mechanical movement, which, once purchased, will accompany the wearer for decades ;
- the carrure, the body of the watch which can give a sporty as well as a dressed shape ;
- the bracelet, the dress of the watch which is the stylistic or practical touch.

A new personalization option, the Luminova® bracelets, adds to the brand's catalog of customization new opportunities for its dressing complication. Hegid is committed to an artisanal and original luxury.

The Atelier du Bracelet Parisien is one of these places, which became a world reference in Watchmaking, where one can come to find ideas to feed imagination in order to, then, create a special bracelet for a timepiece. In the boutique located close to the famous Place Vendôme in Paris, France, dozens of leathers, colors, textures are available to customers, who seek to create a unique piece, as with Hegid. Right in front of the Maison's boutique, there is the company's workshop where the bracelets are made with know-how, and where the innovations are imagined. To meet the demands of customers who want more originality and personalization, the leathercraft talents have recently and exclusively developed a material that makes bracelets luminescent at night. Inspired and developed with Super-Luminova®, which has securely revolutionized the functional display in watchmaking, the Hegid Luminova® bracelets, developed with the technologies of the Atelier du Bracelet Parisien, feature phosphorescent pigments. This activation and the subsequent light-emitting process can be repeated again and again, the material undergoes no practical aging.

Hegid's Luminova® bracelets are suitable for illuminated personalities, who go forward with marks, both day and night. It was natural for our two Maisons to collaborate, because, by philosophies, Atelier du Bracelet Parisien and Hegid exist only to provide everyone with materials to be the architect of a timepiece.

Hegid makes watchmaking evolve.



ABOUT HEGID

Henrick Gauché is literally a watchmaking enthusiast. After years of career serving the leading Swiss brands, his experiences in workshops, stores and factories convinced him to go for this wild dream: inventing the ideal watch. His brothers and him conceived a simple and trustworthy watchmaking, precisely prepared by know-how of excellence in order to transcend the ages. Hegid, inventor of the evolutionary watchmaking, is the very antithesis of the typical designer brand. The more time passes, the more the catalog will be rich and the more each Hegid will become unique. In this sense, a collection of Hegid watches can only appreciate in value over time. This is the previously impossible materialization of a watchmaking promise, repeatedly held: if each collector is unique as a person, his watch must also be unique.

ABOUT ATELIER DU BRACELET PARISIEN

The Atelier du Bracelet Parisien is a French craft workshop labeled Entreprise du Patrimoine Vivant, specialized for more than 20 years in the creation of high-end and bespoke leather goods. The manufacture is one of the very few in the world which makes always unique watchbands, entirely by hand, in France, in its Parisian workshop, both for professionals and individual watchmaking lovers. The skills and innovative appetite of the leatherworkers of the company can meet the most demanding needs thanks to the mastery of more than fifty leathers, from the most classic to the most technical.

CONTACT

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