



# HEGID LAUCHES BRACELETS IN SQUAMA®, AN INEDIT RESPONSIBLE LEATHER OF EXCEPTION

Basel, March 20th, 2019

At Baselworld 2019, Hegid, new French brand of evolutionary watchmaking, unveils Squama bracelets, a highly-qualitative ethical and innovative leather, developed in partnership with Cuir Marin de France, the only French tannery created for nearly 40 years, which develops a new generation of eco-friendly leather.

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.

Two new bracelets, the Black Legende Squama® and the Blue Legende Squama®, adds to the brand's catalog of customization new opportunities for its dressing complication. Hegid is committed to a more responsible luxury, without compromise of quality or style.

Thousands of tons of marine skin are thrown away each year around the world. The Squama® is the result of the valorization of these skins in leather in a circular, ecological and more ethical logic. Cuir Marin de France harvests from actors of the restoration and the agri-food industry the skins of fishes and then transforms them in precious leathers thanks to a process of vegetable tanning, respectful of the environment, hypoallergenic and odorless. Each square meter of marine leather used makes it possible to avoid the use of controversial materials. Made in France, the Squama® is a flawed high-quality salmon leather, with a tight grain and perfectly symmetrical pattern, differentiating itself significantly from other exotic leathers. Very thin and very resistant, it lasts very well. Its fluid finishes are inspired by the incredible abilities of the fish that drift through the oceans.

There are skins made to rub ours. Hegid's Legende bracelets revisit these timeless watches' leathers. The Squama® is suitable for vivacious personalities who have the capacity to both move forward against the tide and move forward in life.

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 CUIR MARIN DE FRANCE

Cuir Marin de France develops and commercializes marine leathers. The company is focused on product enhancement and the implementation of tanning processes using vegetable tannins, with the ambition of an environmentally friendly fashion. Specialized in the production of materials for the luxury industry, Cuir Marin de France is changing the prestigious leather industry by investing, as no one has done in the last 40 years, in the creation of a new tannery in France.

## CONTACT

You can download Hegid images and find further information on [hegid.com](http://hegid.com).  
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