

Belgarde™ Introduces the World's First Watch Strap that Swaps in Seconds.

Change styles for your favourite watch. At any time, in no time.

SINGAPORE – 15 January, 2016 — Belgarde introduces ClickStraps: the revolutionary watch strap that swaps in seconds. With a simple slide and click using just your fingers, ClickStraps are incredibly easy for anyone to fasten onto and remove from their watch at any time. They are compatible with *any* watch, regardless of brand or model, that uses a standard spring bar, spelling the end of using complicated tools and endless hassle just to change the strap of a watch.

Essential to any watch is a quality strap that keeps it wrapped securely around wrists, and ClickStraps are designed around a unique, Swiss-designed secure locking system. It is made of medical-grade stainless steel that easily and firmly locks in place, and fits any standard watch spring bar up to 1.5mm in diameter.

Ease, convenience and clever mechanics set ClickStraps apart from all other interchangeable watch straps. ClickStraps require no other tools to change them. Anyone can lock and unlock the sturdy locking system with just the push and pull of a finger. This simplicity allows anyone to swap ClickStraps at any time, in no time at all. The possibilities of style and function are limitless with this new freedom to swap straps for watches in seconds.

The Classic Collection of ClickStraps, the first in a series of many to come, are all crafted in fine Italian and French leather. The Classic Collection features three beautiful designs: “Epsom” embossed calf leather, “Gator” embossed calf leather and natural buffalo leather. Each design is styled in a range of classically elegant colours, and come in the most popular strap widths of 20mm or 18mm. Together, ClickStraps offer watch enthusiasts a vast palette of choice to match their favorite timepiece with. Other collections in various other materials, colours and sizes will follow.

ClickStraps are now available on Kickstarter (bit.ly/clickstrap). ClickStraps have already undergone numerous prototyping and manufacturing tests, and are currently ready for mass production and sale worldwide. Funds raised on Kickstarter will be put towards increased manufacturing capability and an expansion of styles, colours and compatibility options across the line.

Backers of ClickStraps on Kickstarter will receive them at extremely special rates starting from USD 39, nearly 45% off their intended retail price of USD 68. Other attractive Kickstarter reward options are available on the ClickStrap Kickstarter website.

About Belgarde

Belgarde is the maker of ClickStraps, the revolutionary watch strap that swaps in seconds. Based in Singapore and run by a team of friends from Switzerland and Singapore, Belgarde combines technological innovation with artistic design to create avant-garde products that push the envelope. Belgarde is wholly owned by Singapore-based solutions innovator and design company, Triple-S LLP.

The Innovators

Everything started over a latte in Singapore's premier lifestyle district. A simple get-together of old friends from Switzerland and Singapore led to the ideation of an easily changeable watch strap that could fit all the watches we wore that day. Combining their different professional expertise and experience in engineering, Swiss watch-making, leather-working and design, the team worked closely together over the years on prototypes after prototypes, culminating in ClickStraps that look good, feel good, and work great.

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