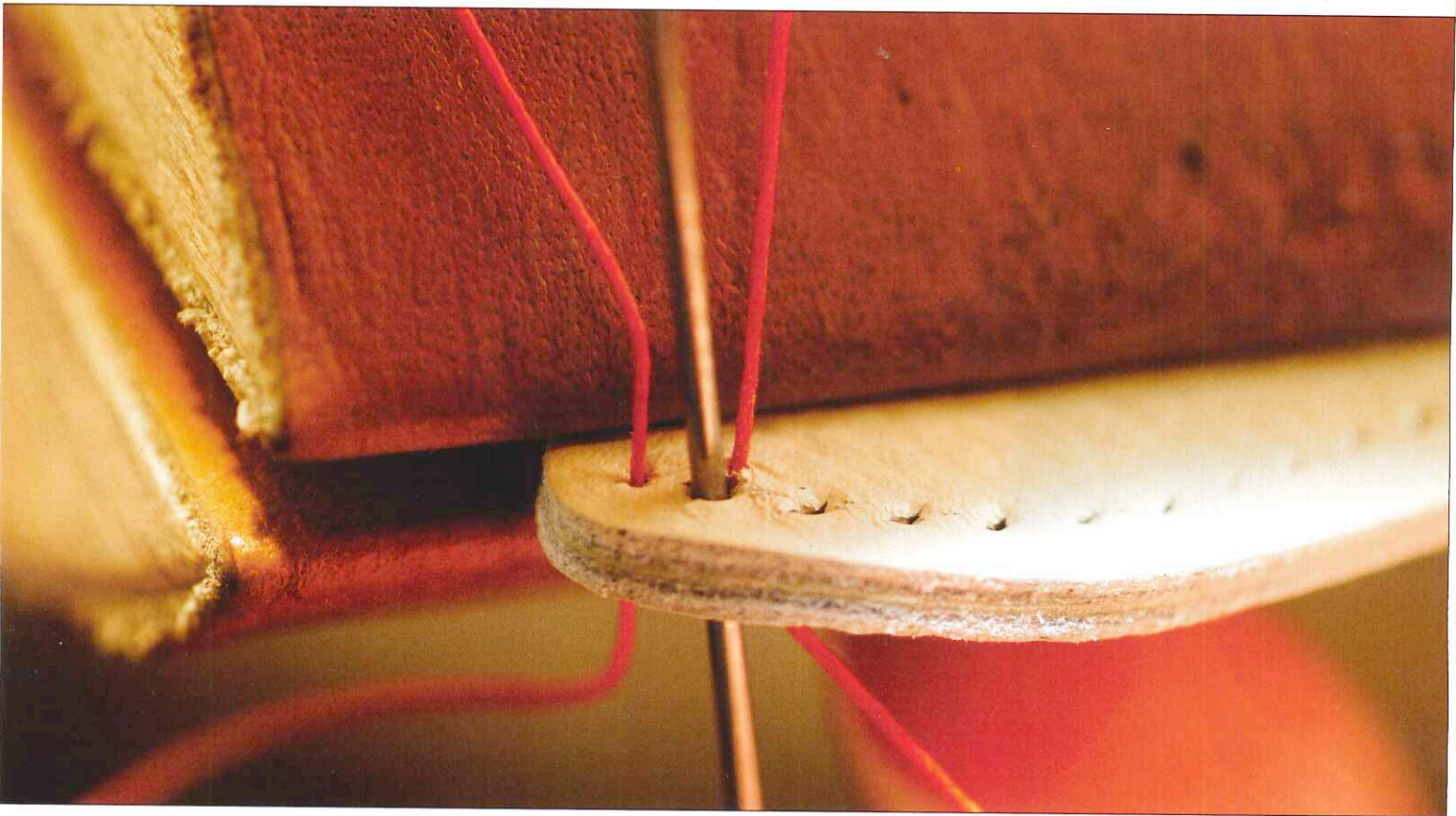


> 1\_ HERMÈS' LEATHER STRAPS ARE HANDMADE BY LEATHER CRAFTSMEN. 2\_ THE MOST COMPLICATED WATCHMAKING CANNOT COMPROMISE ON ITS LEATHER BRACELETS WITH THEIR HIGH-QUALITY FINISH, AS WITH THIS RESONANCE CHRONOMETER BY FRANÇOIS-PAUL JOURNE. 3\_ A LEATHER DIAL FOR THIS DELACOUR WATCH.

> 1\_ LES BRACELETS CUIR HERMÈS SONT RÉALISÉS À LA MAIN PAR LES ARTISANS MAROQUINIERS. 2\_ L'HORLOGERIE LA PLUS COMPLIQUÉE NE PEUT FAIRE L'ÉCONOMIE DE BRACELETS CUIR DE HAUTE FINITION. COMME CE CHRONOMÈTRE À RÉSONANCE SIGNÉ FRANÇOIS-PAUL JOURNE. 3\_ UN CADRAN EN CUIR POUR UNE MONTRE DELACOUR.



straps, which are handmade by leather craftsmen, are of a very high quality with excellent finishing”, explained Luc Perramond, CEO of La Montre Hermès. In its poetic description, the Hermès brand talks about its leather strap manufacture in terms of a waltz in twelve times. At the beginning, the hides are stocked in a depot with constant temperature and humidity control and are the same as those used to make saddles or handbags. Goat, calf, buffalo, ostrich or alligator... First of all, before being stamped with the Hermès logo, a marker authenticates each bracelet with a letter that indicates the year of the leather’s manufacture, and applies a geometric shape to distinguish the most precious hides. It is worth noting that, since Hermès took a 25% shareholding in Vaucher

Manufacture, at Fleurier, a Parmigiani Fleurier affiliate, producing mechanical watch calibres, Hermès straps are also fitted to the watches of this brand, which is owned by the Sandoz Foundation. As far as leather is concerned, it can come from any number of sources, but all are not acceptable, especially if they involve threatened species. At Hermès International, it is stated officially that: “The source of our leathers is strictly controlled, to ensure that the stipulations of the Washington Convention (CITES) are fully observed.” This is also the case for the majority of companies that supply brands with leather straps or gift boxes, including sub-contractors in the production chain. For designer Nicolas Rodolphe Jeanson, founder of Tempus Computare, the CITES

does not go far enough. It has to be said that his brand is vegan, meaning that it radically foregoes any material of animal origin: leather, fur, wool, silk, beeswax... Under a slogan which is difficult not to adhere to—“Life is Precious, Life is Luxury”—, the activist denounces, for example, by means of a watch he calls Shark Watcher, the use of tiger sharks, which some manufacturers offer, under the pretext that they are farm-raised. He says angrily, “like any other large shark, it is impossible to farm a tiger shark.” Although he concedes that some may do so without knowing it, he stresses: “With its 4 metres and its 750 kg, a female tiger shark reaches its sexual maturity around the age of 4 to 5 years. With its gestation period of one year, how many years would it take