

# NEWSLETTER



# Editorial

by Robert Hirsch



## Dear partners and business associates,

HIRSCH is engaged in processing leather since 1765. This long tradition is affected by the goal to manufacture the most progressive, richest in detail and finest bracelets in the world.

To date highly specialised craftspeople develop the worldwide appreciated bracelets for watches made out of leather from most different kind of animals in Klagenfurt.

The raw material "leather" is profoundly connected with humanity. Leather is one of the first materials that the human being made use out of it. Therefore it is an essential part of the history of humanity.

Leather is a symbol that embodies prosperity, wealth, social rank and power. In particular if the leather derives from aggressive and dangerous animals. Sharks, snakes and alligators are the most desired leathers.

It is highly interesting to note that these materials from fierce animals are accepted and sell far better than those from particularly "sweet" animals.

It is part of our human historical memory that we adorn ourselves with trophies of wild animals. That is why body parts like claws, teeth, horns and of course the skins are commonly used for processing jewellery. We demonstrate with it our power against the evil. Hence we emphasise precious leather in this HIRSCH Newsletter.

Please join our tour through the world of HIRSCH bracelets made out of these desirable types of leather.

Yours, Robert Hirsch

P.S.: If you have any further questions do no hesitate to contact me and the HIRSCH team: [office-ceo@hirschag.com](mailto:office-ceo@hirschag.com).



*antique bracelet*

## KNIGHT - a masterpiece of bracelet manufacturing!

This bracelet model is presented in a modern, powerful design in a sort of "belt" look. This style probably represents the most original feature of the bracelet, a real pioneer in design.

The specialty here is, however, the combination of the HIRSCH patented Rembordé technology, which guarantees secure, long lasting proven aesthetic and functional quality, and gives a long term enjoyment of this bracelet. Further the distinctive-looking „belt style“, which is achieved above all by the three-times hand lacquered edges. Visually striking and robust, but soft and supple in wearing comfort! Perfect for all "Knights" of today.

KNIGHT is the perfect bracelet for an active, open-minded, bold, modern target group, showing their lifestyle by wearing very powerful, robust and rugged watches.



**Knight**



# HIRSCH Precious Leather

**Elegance ... is good taste with a hint of adventure.**

Within the multitude of leathers which are used for the processing of premium HIRSCH bracelets, alligator on top of it, precious leathers have become the most appreciated materials.

And that's the reason why:

- In order to meet even the highest customer requirements and demands on aesthetics and quality, each single material which is being used gets handselected and processed to a valuable accessory with the utmost care and love for detail.
- A bracelet made from precious leather identifies you as a connoisseur who appreciates "the particular" and special value of the material.
- You can wear your bracelet with peace of conscience and contribute to the preservation of endangered species.
- A bracelet made from precious leather is your style-confident companion for all occasions, from sporty to elegant.

The "Precious Leathers" category offers a carefully selected range of precious, exotic leathers, such as alligator, crocodile, lizard or ostrich – all of them symbolising wealth and prestigious status and very popular in the world of luxury.

Many of these materials (alligator, crocodile and lizard) are covered by the CITES (Convention on International Trade in Endangered Species of Wild

Fauna and Flora), also known as Washington Convention, which means that these leathers come from farmed animals bred under permanent, strict control of official authorities and preserve the wild species.

These materials have a natural surface structure which is accentuated further by the craftsmanship and finishing applied by HIRSCH. Since all of these materials are unique, each leather has its very own character, such as a specific colour shade or structure. Each bracelet is unique; a coveted and highly appreciated original.



Promotion Image

**i** Did you know that HIRSCH developed the first alligator-bracelet that can be worn in water without hesitation? This worldwide unique product innovation was realised because of the use of a specific tanning process - HIRSCH Viscount 100 m Water-Resistant! This precious alligator-speciality keeps its stability, form, the pleasant wearing comfort and its aesthetical appeal due to the fact that this leather hardly absorbs any humidity and does therefore dry within minutes.



Viscount Alligator



Genuine Alligator



Genuine Croco



Regent

## Let the magical world of colours seduce you!

The winter trend colours 2010 are inspired by an intensive and opulent world of fantasy. The colours are strong but never appear as clear basic colours. They perform in combination with each other. Petrol/teal, purple and brown variations are used and arranged. First they look quite unfamiliar but these colours develop many possibilities to create consistently new variations especially within the berry colours.

This trend generates sporty as well as classic fashion styles so that the season becomes imaginative and attractive.

Black Cherry



Magic Berry



Blueberry



Grape



## HIRSCH Salesmen of the Year 2008



Karl-Heinz Seifert (VP Retail & CCO), Jiri Mahr (2nd rank), Marion Thundow (3rd rank), Reinhold Kabosch (1st rank), Robert Hirsch (CEO), Isabell Jannach (Manager Customer Service)

## HIRSCH Salesmen of the Year 2009



Karl-Heinz Seifert (VP Retail & CCO), Dieter Götz (1st rank), Pietro La Motta (3rd rank), Pietro Maura (3rd rank), Stein Moss (2nd rank), Isabell Jannach (Manager Customer Service), Robert Hirsch (CEO)

## Successful HIRSCH Customers



HIRSCH Sales Manager Daniel Bucher, HIRSCH Customer Kurt Fiechter

**Name:**  
Kurt Fiechter (shop owner and watch maker)

**HIRSCH Sales Manager:**  
Daniel Bucher

**Location:**  
Edisonstrasse 14,  
8050 Zürich - Oerlikon

**HIRSCH Partner for:**  
many years

### WHY HIRSCH?

Mr. Fiechter is the shop owner and watch maker. He employs two sales employees. Fiechter is a loyal HIRSCH customer for many years. The company Fiechter exists for nearly 50 years. Last year they moved to a new salesroom where a HIRSCH Settecento Display was installed too. It is also situated nearby the big market place of Oerlikon. Fiechter carries watch brands like Rado, Longines, Certina, Oris, Maurice Lacroix, Tissot, Swatch und Hamilton. Today Mr. Fiechter is firmly convinced to have placed a real success system by introducing the "Sette". It increases turnover as well as sales volume.

**MUNICH**TIME  
www.munichtime.de

4 – 7 November

Hotel Bayerischer Hof • 80333 München • Promenadeplatz 2-6

**VIENNA**TIME  
www.viennatime.at

11 – 14 November

MAK – Museum für angewandte Kunst • 1010 Wien • Weiskirchnerstraße 3