

# AFFLUENT

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# Mechanized Luxury

*Using gears, plates, levers and other moving parts, Roland Iten has elevated personal luxury to new heights*



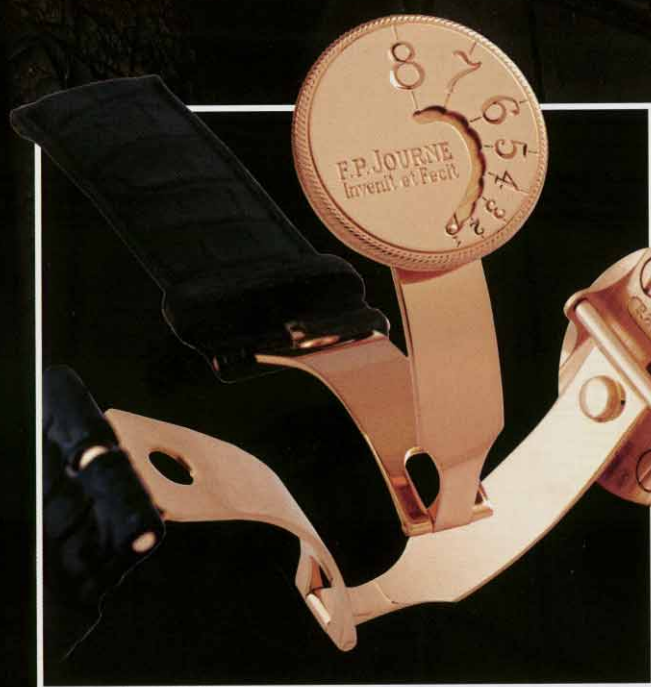
THE VERY ACT OF GETTING dressed is a study in engineering for Roland Iten. This Swiss craftsman is the genius behind a geared multi-axle belt buckle that flips over in its housing to allow your belt to accommodate your girth ever so incrementally. The belt buckle is almost as complicated as a timepiece. Forged from gold and titanium, the CALIBRE 8 MK 1 COLLECTION has a patented system of over 108 moveable, mechanical, roller bearings, plates and levers and offers refinement like 'friction control'. Its leather 'ceinture deformation control' accommodates the wearer's post-meal swell by releasing the belt out by up to 35mm—a task accomplished without the vulgar unbuckling of one's belt.

Iten continues his whimsical artistry and eye for mechanized refinement by designing a watch fastening that can be adjusted by the millimeter using a miniature medley of gears. The wearer can now accommodate the minute changes of one's wrist size when exposed to varying humidity and adjust his watchstrap accordingly.

Indeed Iten has made a fine business out of creating objects which solve annoying issues that most aren't even aware of. In that is the true essence of luxury, where a problem is solved without the end-user ever realising it. His is a rare talent, an unwavering eye for details that sees and seeks to solve what most — including the most refined watchmakers — fail to notice.







That would certainly explain the high praise on which international watchmakers fete Iten for his ingenuity in liberating man from the tedious task of punching holes, millimetres apart, in his prized leather watch strap to accommodate the swelling of wrists as the mercury rises between trips from the blustery winters of Europe to the sweltering heat of the tropics. To draw that example closer to home, think the swelling and ebbing of wrist size between air-conditioned office to the muggy streets outside.

Yet another whimsical yet ingenious Iten creation is a gold shoelace tip that boasts a chamber loading action which stops a shoelace from disappearing through its shoe's hole. Sure, keeping our shoelaces in place is hardly a consideration for most, but Iten will have you hold that thought the next time you find yourself crouched over a crowded polished floor, struggling with silk shoelaces slipping through their holes. ♦

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**ROLAND ITEN**  
 INGENIUM ANIMIS  ET MANIBUS™