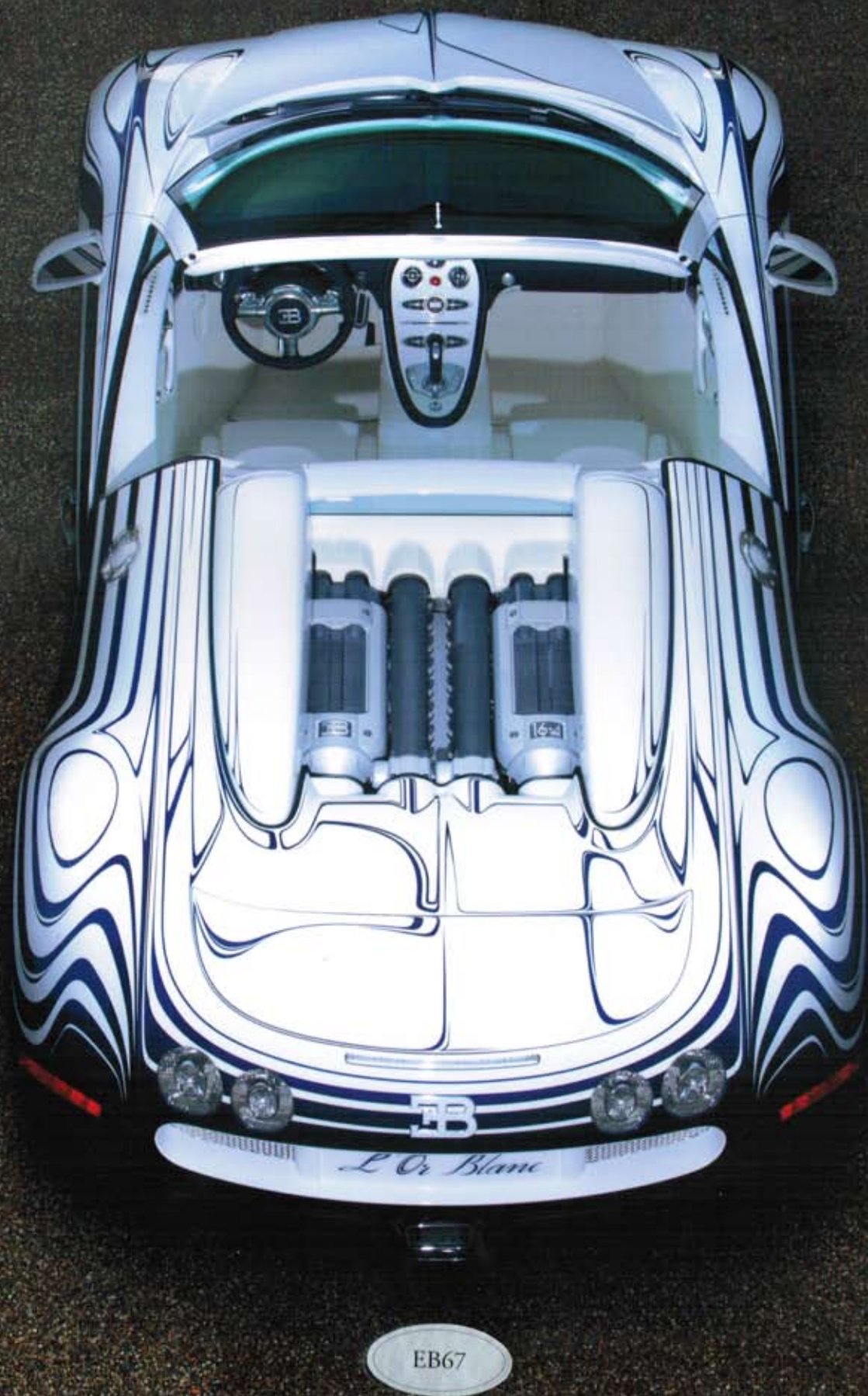


ettore #09



Located in Lausanne, The Roland Iten Mechanical Luxury Company uses the high-precision mechanics previously reserved for the Swiss watchmaking industry to create highly unique gentlemen's accessories that are establishing a new segment in the high-end luxury goods industry. The man behind the marque, Roland Iten, has a passion for mechanical objects and a keen eye for design, enabling him to transform mundane items into highly individual precision mechanical objects that function with complete finesse. As a result, he brings extraordinary character to belts, cufflinks and other men's accessories.

Performance and calibration are at the heart of all of Roland Iten's inventions - precision-adjusting watch buckles, cufflinks that adjust the cuff to the size of watch, mechanical cases that cascade credit cards at just the right angle and gold shoelace tips that keep the laces fixed in the perfect knot.

Roland's creations are inspired by the mechanical age of the aeroplane and the steam engine. He comes from a family of engineers but is not an engineer himself, which works to his advantage. According to Roland: "When you're too specialised, you don't ask the questions that can ultimately break through the obstacles of the product engineering process". Now, in association with Bugatti, Roland Iten has designed a unique mechanical belt mechanism to rival even the finest watch movements. Comprised of exactly 100 components in solid white gold, lightweight titanium and stainless steel, the Roland Iten R22 Mk.I-22mm "Bugatti edition" features hand-crafted bridges, cogs, wheels, springs and pinions that all interconnect to provide the wearer with an absolute precise fit.

While traditional belts come in lengths of 90, 100, 110 or 120 cm, this limited edition mechanical buckle is micro-customizable to any size. The sophisticated instrument not only allows a contemplated adjustment to the exact waist measurement, but also affords an expansion range of 22 mm thanks to a unique reverse-engineered 'engrenage' which is discreetly cached under the 'hood' of the buckle.

The expansion mechanism uses flow-guiding wheels that are incorporated into the teeth of the gear system to provide minimal friction and a 'click-free click'. A total of five gears allow the fine-tuning calibration of the belt from 0-22 mm, while a rolling click calibration lock, a vertical rotating friction-controlled pin and a mechanically leveraged belt insertion clip are all housed under the smoked sapphire crystals and Côtes de Genève decoration. Debuted on the Bugatti stand at this year's Geneva Motor Show, the R22 Mk.I-22mm "Bugatti edition" buckle is an object of precision engineering that brings the ultimate in performance to the gentleman in search of perfection. "When you turn the ignition of a Bugatti, it doesn't roar into action like so many sports cars, it turns over flawlessly, a sound that reveals the highest level of tuning and results in phenomenal car speeds of over 400 km/h", explains Iten. Similarly, a Roland Iten mechanical accessory performs to the same grade of excellence - the sound of its mechanism in motion, the feel of the materials and its handling are on par with the most sophisticated Veyron engine. Something that can only be appreciated by a true gentleman connoisseur.

Limited series:

22 pieces in 18-carat white gold (2011) - 22 pieces in 18-carat rose gold (2012)

Additional information online at www.rolanditen.com



HIGH-TECH BELT BUCKLE
ROLAND ITEN

