

Why Mechanical Belt Buckles





HIGH PRECISION & FUNCTIONALITY

Roland Iten products are a delicate balance of performance mechanics, functionality and style. By utilising the high precision mechanics capability of the Swiss watch making industry, The Roland Iten Mechanical Luxury Company creates, develops and produces highly unique mechanical men's accessories, thus pioneering a new segment in the high end luxury goods industry which it calls Mechanical Luxury for Gentlemen™

NEWSWEEK

Nicolas Foulkes, (journalist)

"Boredom is the thing that rich people fear most, so once they have met their needs (if one can be truly said to "need" private planes and so on), there is an increasing demand for exquisitely crafted items that perform quotidian functions with flair and wit. This is where luxury gets interesting and designers such as Roland Iten come in."

TOYSFORBOYS:

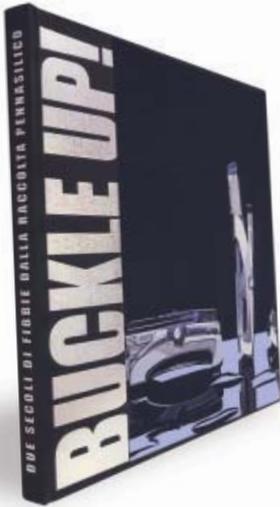
"In the wardrobe of a man for whom elegance is made of surprising details as for style, craftsman-like attention and originality there should always be a belt with a complex buckle like the one designed by Roland Iten, an ingenious Swiss designer of luxury objects."

The creator and founder of the Company, Roland Iten, has a passion for mechanical objects. This combined with his infinite invention capability and his keen eye for design, enables him to liberate mundane objects into the world of precision engineering, and in doing so, he has produced exceptional creations. Neatly fused with a passion and quest for pure mechanical perfection, the company vision of "How it works is why it exists" highlights the enduring zeal Roland has for bringing gentlemen's accessories to life.

CUSTOM MADE

All collection pieces are made with individual, custom parts, utilising only the finest materials, world class manufacturing processes and practices and outstanding craftsmanship. This distinct standard resonates throughout the company and its selected partners. Their artisans hand finish each piece, combining precious metals with inlays such as mother-of-pearl, exotic tropical hardwoods and pavé diamonds. Each style is released in limited, numbered series and carries an individual serial number which provides a record of both origin and authenticity.

Until Roland Iten designed the world's first mechanical belt buckle in 2003, men had very little choice in wearable precious mechanics. By mechanising everyday items such as belts and cufflinks Roland has changed the market for men's accessories. He offers the "little boy" in all men – well-made, high value, individual, amusing and whimsical creations which transform ordinary items into mechanical wonders that solve problems most men didn't even know they had.



TIMELESS

Roland: “A man who wears a solid gold horological machine on his wrist is not wearing it because it tells time. He wears it because he likes to celebrate the core values of tradition, unique craft and timeless beauty. These are the same core values built into the belt buckles that I create and they are appreciated by the same discerning client.

When I launched the R8 Authentic collection in 2004, one of my very first clients was a prominent attorney in Milan who is also one of the leading contemporary historians of the belt buckle and an avid collector. He had printed three volumes dedicated to the belt buckle from its inception in circa 300 BC up to 1950, and of course, I was honoured when he chose my belt to adorn the cover of his fourth volume, the modern belt buckle. He explained that his reason for choosing my belt was because many have forgotten that originally, the belt was invented as a functional tool, and for many centuries, the belt evolved based on its functional utility for hunting and/or for military purposes. It was not until the late 19th century that the belt evolved into an ornamental, aesthetic device to hold up one’s pants, and today, not even that activity is a necessary performance criterion for the modern belt. My belt designs, he explained, have put the functional utility back into the belt buckle for the modern man.

TOUCHABLE MECHANICS

By utilising the high precision mechanics capability of the Swiss watch making industry, I create solid gold and titanium machines for the waist. Each of my belt buckle creations to date, whether the R8, R81 or R82 collection, employs a patented mechanism in the buckle which allows the modern man the simple luxury of contemplated calibration.

Each of my belt buckle collections are created from individually designed, custom made, moveable mechanical solid gold, and titanium or solid gold and steel pieces. The kick is that they are touchable mechanics. You can hold it in your hand, inspect it, move it, and say to yourself, ‘hey, I get that—I know how it works’. Mechanical Luxury for Gentlemen™”



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