Eldon Watches creates world's first fully interchangeable watch

Submitted by: Eldon Watches
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British Watch Designers, Create New Interchangeable Watch Design.

New British watch design company Eldon Watches (http://www.eldonwatches.com) has created a brand new series of beautiful watches, which allows the user to customise every aspect of their watches appearance. This new start-up based in Birmingham is hoping to raise £10,000 via a new Kickstarter campaign to help launch the start-ups new watch range and has its eyes set firmly on the high street.

When a person usually purchases a watch, as beautiful as the watch may be, they are stuck with the way it looks. You can sometimes change the straps, but even this can be a tricky task which can often cause damage to the watch if done incorrectly.

Eldon Watches hopes to change this for the first time by selling a new type of watch with the ability to change the straps, bezel, the stainless steel casing and even the watch face.
The idea is that people often think long and hard about their watch purchases. If you choose a watch with a black strap, it means you can't really wear it with Brown shoes for example. By enabling customers, the ability to customise their own watches, they'll have one great watch which fits every occasion.

The initial launch will include four signature watches, which all work with the Eldon Watch customisable parts. This means one watch has a possible 36 combinations it can change into, whether It's simply a new strap or a completely different watch face to change your look, it can be achieved with the Eldon Watch. The company plans to sell its accessories through it's own website and exclusive high street stores.

Elliott Haydon, founder of Eldon Watches says "The feedback so far has been amazing. We've worked tirelessly to make the perfect design which fits a young, aspirational audience. Customers are really going to love their new Eldon Watch." " This is the world's first truly interchangeable watch. "

The company is urging people to sign up to it's website if they wish to take part in the Kickstarter campaign to get the watch at a much reduced price, in return for helping the company with a successful launch. The Kickstarter campaign is being aimed to start before the end of October.

For more information please contact mark@eldonwatches.com

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e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com

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