

V B L

RELIABILITY  
INNOVATION  
QUALITY



ABOUT  
**VBL**

**VBL Innovations Pvt Limited** are manufacturers of High Quality Leather Watch Straps in India. We are a company whose products have gained reputation and respect in the Indian and International market due to our fresh and contemporary initiatives in being reliable and innovative partners to our customers while maintaining high quality standards.

RELIABILITY, INNOVATION, QUALITY





RELIABILITY  
INNOVATION  
QUALITY



**A style for the people on the move.** This special construction, dual layer is a construction for sturdy grip on the watch, a single strap gives the wearer a sense of bracelet like wearability.



P I L O T S T R A P



# THE TEXTURED

RELIABILITY  
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T H E T E X T U R E D

The surface finish of these leathers are tough and subtly textured. The process of making this technical leather is a highly automated process to achieve the desired finish. Lending a stylish, understated yet futurist finish to the strap.





IN  
THE  
GAME

RELIABILITY  
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QUALITY



The straps made of leather from USA is used in making basketballs and American footballs. Sturdy and rugged. With its own identity, easily recognizable. Tough and sporty option for straps for a tough and trendy watch.





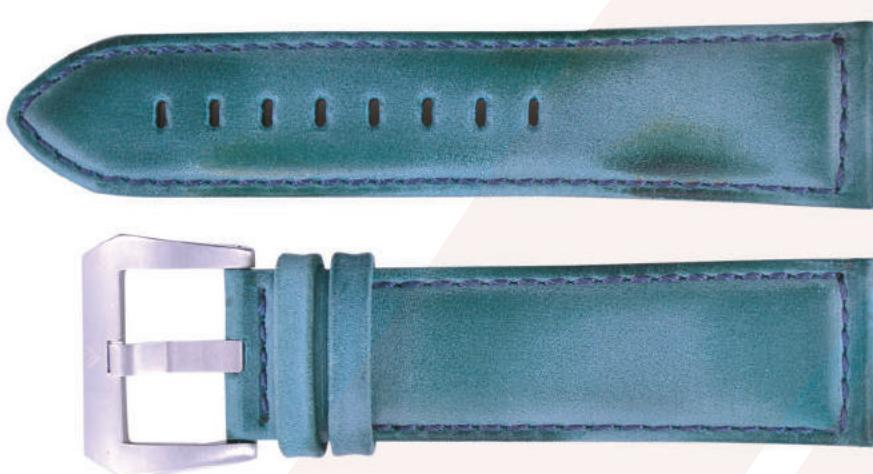
# BRUSH OFF

RELIABILITY  
INNOVATION  
QUALITY



B R U S H   O F F

A natural leather with brush off characteristics, on brushing or prolonged usage, it reveals a darker and more polished surface. The leather gets smoother, darker, in the long run. The darkening effect takes the contours of the wrist and each strap becomes unique to the wearer.





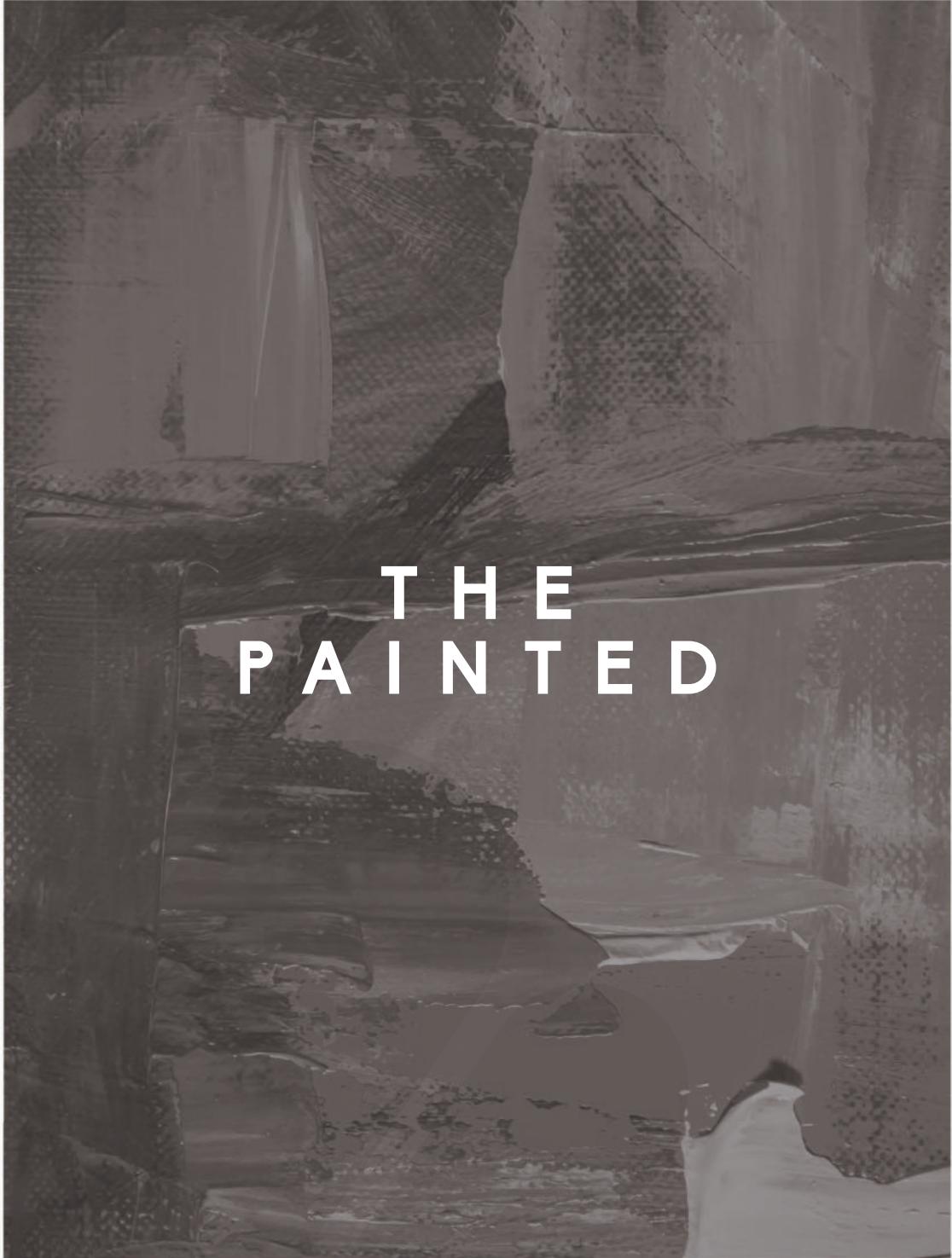
# THE RETENTION

RELIABILITY  
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A highly flexible leather with texture/color which changes when bent but regain original properties. When the leather is bent/scratched it changes colour but regains original finish upon rubbing.





# THE PAINTED

RELIABILITY  
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T H E P A I N T E D

The straps have been handpainted to give a dual colour effect. This effect gives the strap an antique look, making it vintage.





# DIGITAL DREAMS

RELIABILITY  
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A 3D printing technique which brings any design or concept on a strap. Also a way of integrating design of strap to the concept of the watch.





# RAINBOW AND SHINE

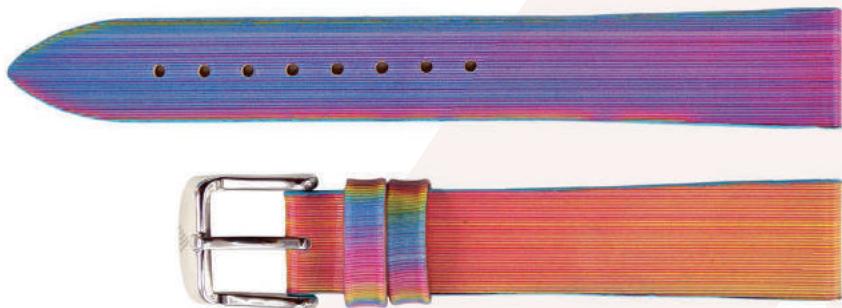
RELIABILITY  
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R A I N B O W A N D S H I N E



A hologram leather, eye-catching and trendy with multicolour glossy finish. The cut edge design of the straps make it more than a strap, it's an accessory that would complement a personal style.





# SHELL CORDOVAN

RELIABILITY  
INNOVATION  
QUALITY



**Smooth, equine leather, made from the hide  
on the rump of the horse.** Exceptionally  
durable, pores are dense and naturally  
resistant to water.



S H E L L C O R D O V A N



R E L I A B I L I T Y  
I N N O V A T I O N  
Q U A L I T Y



C A M O U F L A G E W I T H S T Y L E



**A strap for nature lovers, and those who like to be outdoors.** A pattern that would complement a sporty watch. The full turn edge construction with finished black lining, makes it a style statement.





THE TOUGH  
GET GOING

RELIABILITY  
INNOVATION  
QUALITY

THE TOUGH GET GOING



**A sturdy nylon material used for military gear.** The straps made from this material are also sturdy and durable. Tough and trendy straps for all conditions and styles. Straps made from this are stylish and trendy, with a very wearable feel.





# SATIN SHEEN

RELIABILITY  
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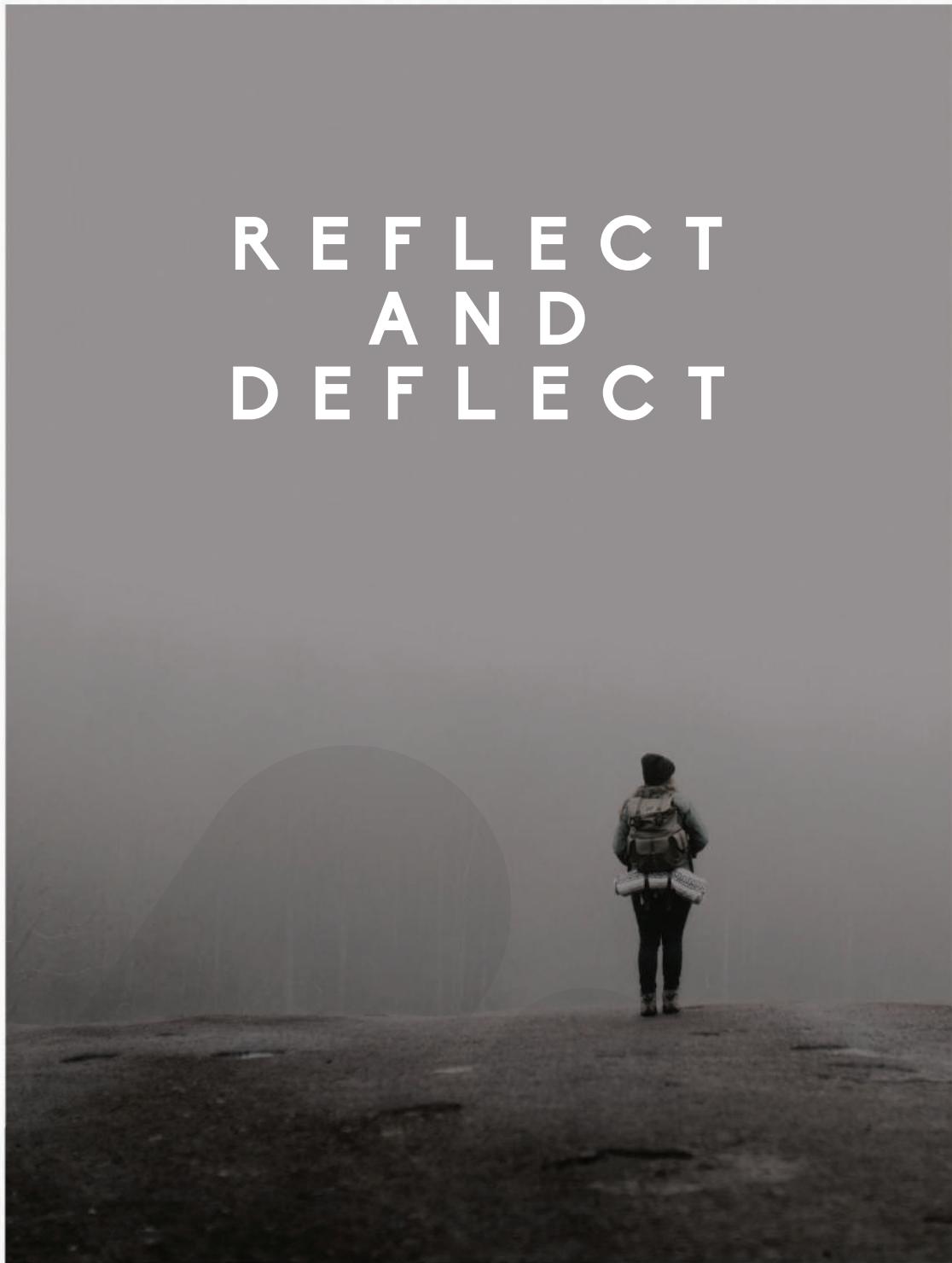
The satin sheen of this material combined with subtle colours makes this a fantastic choice for straps. This satin finish synthetic material, in this construction makes a classical statement.

S A T I N   S H E E N





REFLECT  
AND  
DEFLECT



RELIABILITY  
INNOVATION  
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R E F L E C T A N D D E F L E C T

**Material that reflects light.** Used on accessories and shoes, now it's a trendy eye catching material to highlight and give identity to straps.





# LUMINOSITY

RELIABILITY  
INNOVATION  
QUALITY

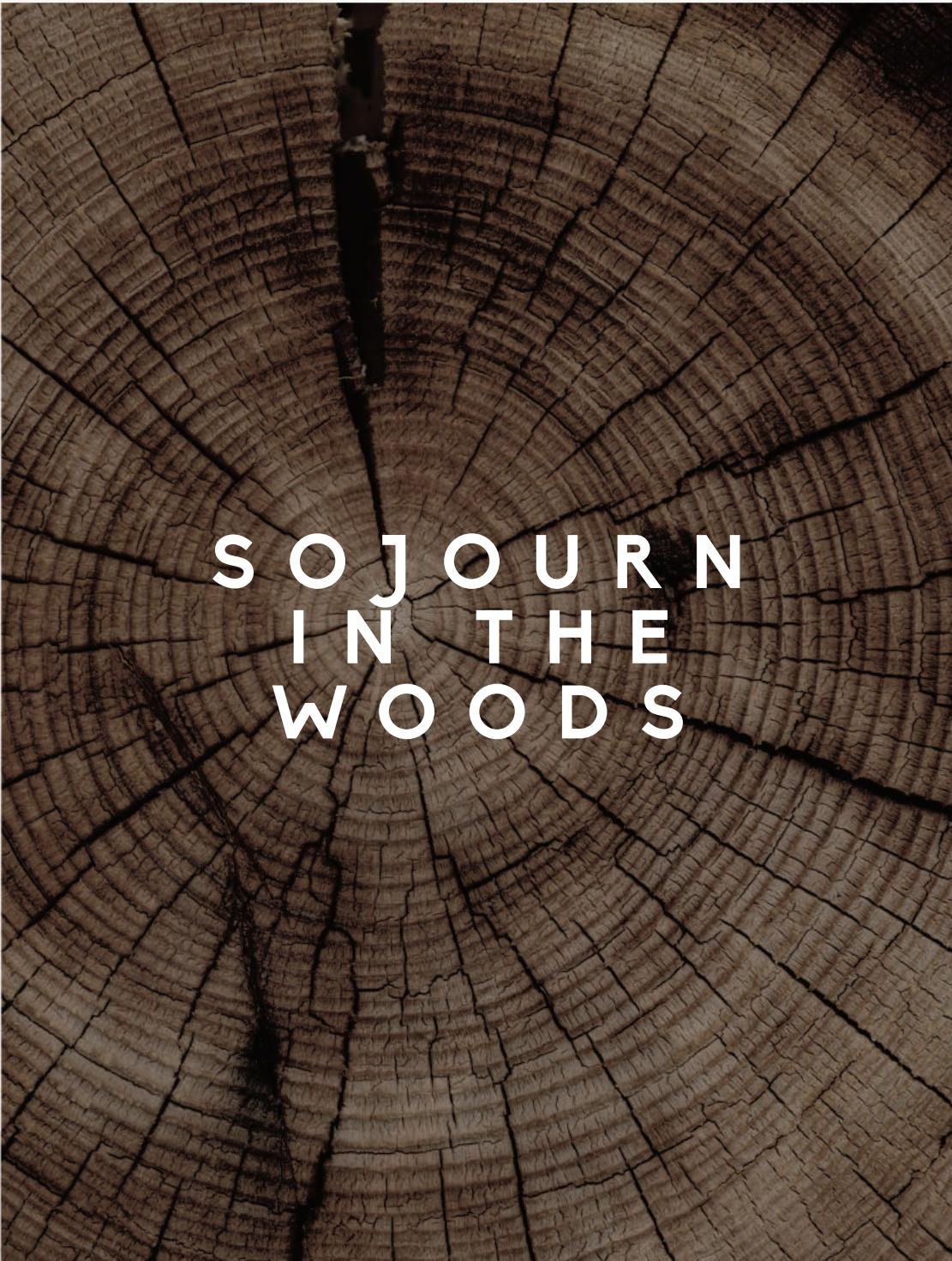


LUMINOSITY



**A material that glows in the dark.** In this sturdy yet stylish construction, the strap when charged with light for a short period of time glows in the dark.



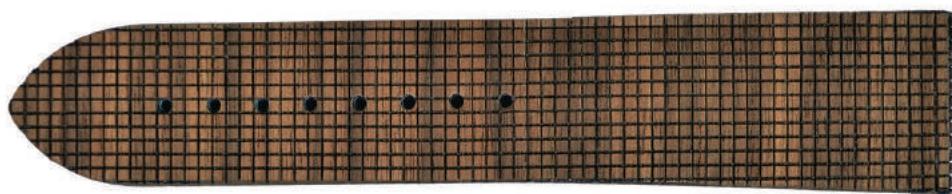


# SOJOURN IN THE WOODS

RELIABILITY  
INNOVATION  
QUALITY



**A padded strap made out of wood based material.** The material is forest wood converted into a layer, which is made suitable for making straps. A sustainable material, which is also unique and earthy.





# THE EXTREME STRAP



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The leather in this strap is:

- 1) Non-Flammable for 10 seconds.
- 2) -10 Degree Centigrade cold crack resistant
- 3) Can withstand sea water up to 30 minutes.

T H E   E X T R E M E   S T R A P



# THE HYBRID



RELIABILITY  
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T H E H Y B R I D



**A combination of leather top and rubber-silicon mix liner.** This gives the strap a stylish elegant mix with a sporty performance.





# SWAROVSKI STRAP



RELIABILITY  
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S W A R O V S K I   S T R A P



**Straps made with new crystal electric lacquer effect stones from Swarovski.**  
UV pigment glows under UV light. Full turn edge construction in Bernie material, with a hint of surprise in the blood colour stones bursting to the surface from the cracks in the surface of the strap.





# UP CYCLED STYLE



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The top material is made from various kinds of recycled materials like - PET waste, cotton or polyester which is then blended to make a material as tough as its origin. The composition of the recycled materials varies from one to the other. This creates a very interesting texture, suitable for classic to fashion.





# THE PINEAPPLE STORY

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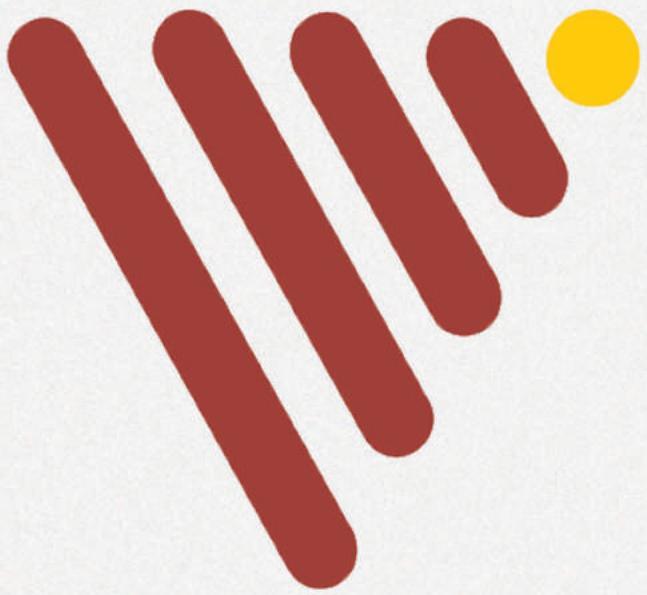
**Material made from cellulose fibres extracted from pineapple leaves.** A sustainable option, an alternative to the use of chemicals, which are used in animal leather production and it is a natural leather alternative. PETA approved. Ecological and ethically sourced with low.

{ PETA - APPROVED }  
VEGAN









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