

Marcel Robert. The couturier of the time.

The workshop producing customized leather straps that has been founded in Moscow by the French craftsman Herve Marcel Robert Le Devehat is very well known to the devotees of prestigious watches. Its high reputation is well deserved as the owner himself knows for sure what it is the real lux service and is eager to share his philosophy.



On personal

I would name three main reasons why clients address for straps to me. The first two are time and cost. As the production itself is situated in Moscow, we do not depend on European stocks. So an average production period for one new strap makes ten days but if needed we can do that faster. And besides, though we use imported leather, due to local production we can put reasonable prices. But the most important reason is not explained by those rational arguments but by the fact that a watch is a very personal accessory and owner treats it accordingly. The most important is not just to change an old strap for a new one but to make a watch more customized, make it stand out of the standard row according to the taste and the character of the owner. Very often people want to change a usual brown "crocodile" for something more stylish, accentuating the colour of the hand and the case of a watch, to fit the length of the strap with the wrist. Marcel Robert service is a very short way from the desire of the client to the ready product. The customers of my workshop talk to me personally, we can discuss together different aspects, I make a design if necessary, choose the best material.



On mastership

I like to work directly with the clients, not with big brands. Unfortunately this tradition is abandoned in Russia, everything was designated for mass production. In Marcel Robert workshop we try to renew this tradition. I hire everyone and then I make my own testing to find out if this person suits me or not. The experience doesn't mean anything. People who have never worked with the leather reach certain mastership due to the desire to get to a certain level of quality.



On digits

Watch straps are an individual work. Every order depends on a lot of factors, on the form and the size of the watchcase, on the client. One watch strap is made by one craftsman. I don't to turn my workshop into a straight-line factory. Though why not to try other directions of work with leather? For example, we have patented our own case for iPhone 6. Its production is much simpler as the body of a smartphone is standard, here you can show imagination in design, not in construction. Judging upon the success of this project I am thinking to extend the line of leather accessories, and not least of all it is connected with the penetration of digital technologies in many spheres of life. Digital devices are combined nicely with expensive leather, here we have great perspectives for customization.



On tastes

Altogether men's preferences are quite conservative: black and brown straps, sometimes blue. As to the ladies, most of them want to "dress" their watch in something unusual. They order coloured alligator, python, ostrich, many of them like satin, satin straps look posh but they are less reliable than leather ones. On an average my strap of alligator leather if it is used actively keeps great look for three or four years. As to different technic materials as, for example, rubber and silicone, I can make straps of such materials too. But most often quite opposite things happen: clients come and change a rubber strap for a leather one. This material is everlasting. It will never get out of fashion as the watch itself.