



Brasport, the chic leather specialist that clothes the finest watches

What would a watch be without its wristband, if not a beautiful object that could not be worn and thus admired? Highlighting horological gems by using the finest materials: such is the mission pursued since 1946 by the leather artisans at Brasport who are widely regarded as some of the country's finest craftsmen.

The company has been established for over a half-century in La Chaux-de-Fonds, Canton Neuchâtel (Switzerland) and is nurtured by the region's characteristic watchmaking and microtechnical culture. This exclusive expertise in the field of what is known as "small and precise luxury" represents an essential asset, on the one hand in enlisting the support of highly qualified suppliers; and on the other, in order to be able to offer watch manufacturers truly exceptional straps.

For all these reasons, Brasport has earned a reputation in the field of leather watch strap manufacturers that gives it access to the most prestigious watch brands. The company employs a number of talented master leather craftsmen, as well as three production units. The latest of these, which has been set up in Portugal, is ultra-modern and equipped with cutting-edge machinery.

Nonetheless, all this would amount to little if Brasport did not attach fundamental importance to cultivating its customer relations. This ongoing and fruitful dialogue is intended to serve a specific purpose: the design and production of an ideal product, whatever the requests. This determination to nurture constructive partnerships with the brands is expressed in all types of commercial situations, whether for a prestigious limited series or for a high-volume order. In all the different workshops, everyone does everything in their power to ensure that no technical obstacle should prevent the making of a given strap. There is always a customised solution for sublimating a given watch.



Making a strap calls for mastery of a wide range of skills: it stems from 40 different manual operations executed with surgical dexterity and a delicate goldsmith's touch. In exercising this profession, master leather craftsmen call upon a blend of science and art. In terms of materials, Brasport uses only the finest leather and the best synthetic materials. The rigorous selection of hides is done upstream at selected tanneries. This choice will determine the purity and comfort of the strap. The noble nature of such varieties of leather is matched by their rarity. From alligator through lizard to ostrich skin or shagreen, watches will always find their perfect match with which to form a lasting attachment...



Working for watchmakers means that Brasport must adopt the same operating principles prevailing in the industry. Excellence and an obsessive quest for perfection are thus the hallmark of the company and its various workshops. These goals are achieved thanks to the quality of the artisans working there. In order to guarantee a maximum level of reliability, functionality and a pleasant feel on the wrist, all products undergo a battery of tests throughout the manufacturing process. Each object bearing the Brasport signature thereby reflects the most accomplished form of traditional leather craftsmanship.