
Hunter™
TRADITION
CUSTOM
LEATHER
STRAPS









Hunter™ TRADITION









HUNTER TRADITION is a local premium leather craftsmanship brand specialize in handcrafted, custom leather watch straps, made by trained craftsmen in-store since 2016.



MARKET GLIMPSE

2019

6.9 million

units shipped

ROLEX

LONGINES

RAYMOND WEIL GENEVE

BREITLING

ZENITH

TISSOT

TAGHeuer

OMEGA

10.4 million

units shipped

WATCH

6.2 million

units shipped

OTHER SMARTWATCHES

rappler.com / theverge.com

PROBLEMS IN THE CURRENT MARKET



LIMITED DESIGN



LIMITED SIZES



GENERIC

WATCH OWNERS SPEND HEAVILY ON WATCHES, BUT THE AFTERMARKET STRAP SPACE IS DOMINATED BY GENERIC, MASS-PRODUCED PRODUCTS.

CUSTOMERS WANT PERSONALIZATION, BUT THERE'S NO SCALABLE SYSTEM DELIVERING IT AT RETAIL SPEED.

WE BUILT THAT SYSTEM!

CUSTOM STRAP DONE IN 1-2 HOURS UPON ORDER

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Customers choose the leather, the stitch, the fit—even personal stampings all done within 1-2 hours on the spot upon order.

This isn’t mass production; this is bespoke craftsmanship at retail speed.

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HUNTER TRADITION IS A PREMIUM LEATHER CRAFTSMANSHIP BRAND FOCUSED ON ONE THING MOST PEOPLE OVERLOOK: THE WATCH STRAP—THE PART OF A WATCH THAT ACTUALLY TOUCHES YOUR SKIN AND DEFINES HOW PERSONAL IT FEELS.



WE DON'T SELL
ACCESSORIES.

WE SELL *IDENTITY*,
RESTORATION, AND
PERMANENCE.

WE CRAFT FOR THESE BRANDS























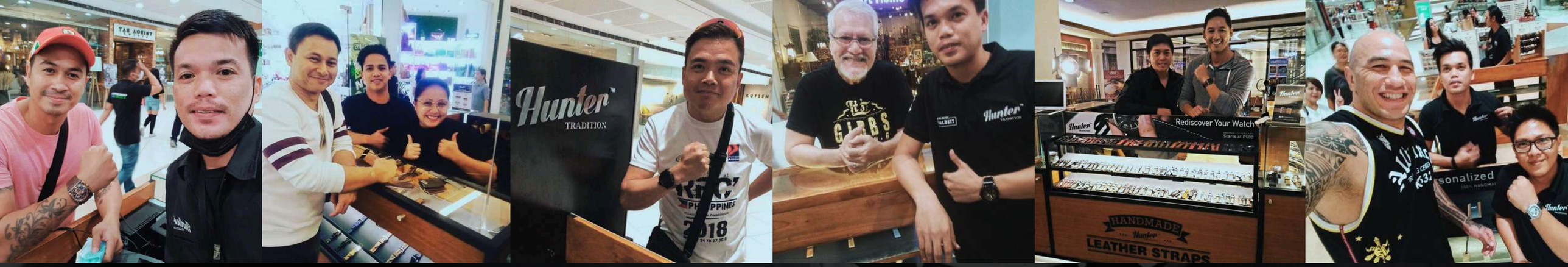








and more...



CUSTOMIZING LEATHER STRAPS FOR LUXURY WATCHES

SINCE 2016

Hunter Tradition understands that every watch has a story, and a well-crafted strap continues that narrative. With a commitment to quality and craftsmanship, Hunter Tradition offers a range of customization options to tailor your strap to your style and needs. Elevate your timepiece with a Hunter Tradition leather strap – a symbol of endurance and a seamless blend of elegance and durability.



Featured Business in "**Kabuhayang Swak na Swak**" TV Show in ABS-CBN











Visited by **Mikey Bustos** and vlogged during a bazaar event









Featured Business in a lifestyle TV Show "**Home Base Plus**" in GMA 7







OUT OF TOWN BLOG
www.outoftownblog.com



Proudly Philippine Made Personalized Apple Watch Straps

(Manila, Philippines) – I recently got my own Apple Watch Series 3 and I'm totally loving it. Although it doesn't have the sleep tracker present at Fitbit, the fact that the watch can be synchronized with my iPhone X made it one of my favorite wearable gadgets.





MAKER'S MARKET

HOME MAKER'S MARKET AT PARKMALL IN CEBU NEWS MEET THE MAKERS

Meet the Makers: Melanie, Bernard, Carlo and James of Hunter Tradition



The search for the perfect leather straps for your timepieces is at an end. Hello—we've got Hunter Tradition on board!







Esquire

From Rolex to Apple watches, These Custom PH-Made Leather Straps Will Jazz Up Your Timepiece

Home grown company Hunter Tradition is your source for personalized watch straps



And, of course, the excellent skills of their craftsmen are sure to deliver. "Our culture of being meticulous when it comes to making our leather watch straps is the very backbone of our service," Carlo says. "We actually have a client who's a luxury watch collector and has already bought 20 watch straps from us."

Hunter Tradition is at Venice Piazza, McKinley Hill, Taguig City.



Hunter™ TRADITION



SM MEGAMALL



SM SOUTHMALL



SM FAIRVIEW



CENTURY MALL



SM CEBU

We've expanded multiple locations crafting personalization, story, and restoration.

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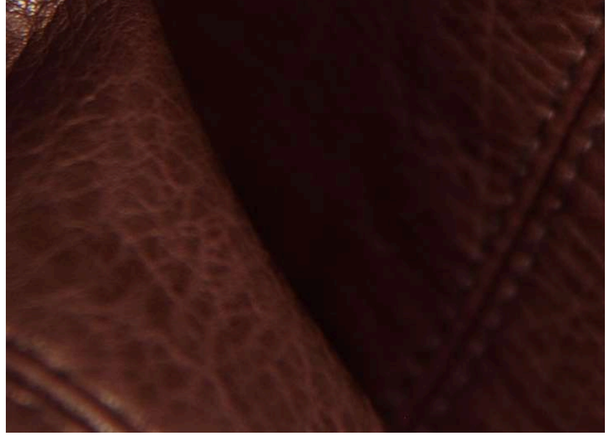
TRADITION

10 YEARS
IN CRAFTSMANSHIP SERVICE

Strong Brand Identity and Unique Offerings

Ideal for Millennial Consumers

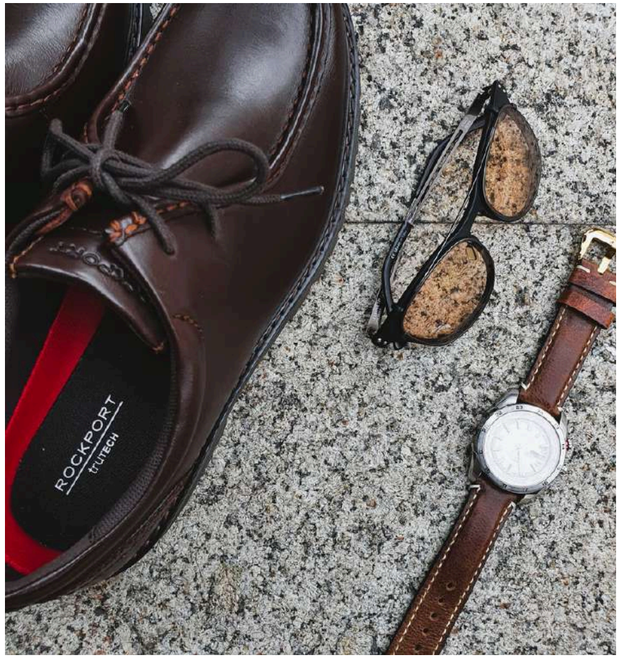
Proven Track Record and Growth Potential



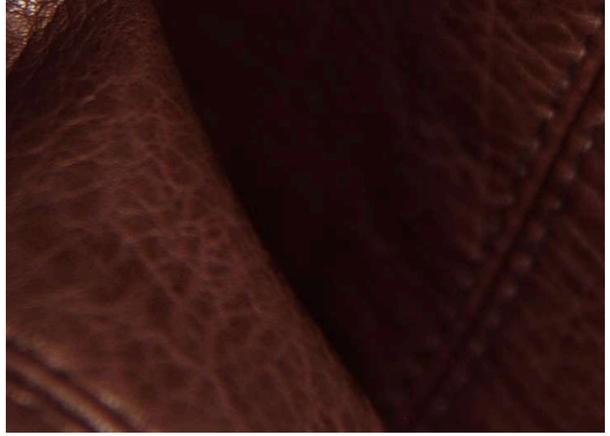
ROCKPORT BRAND COLLABORATION











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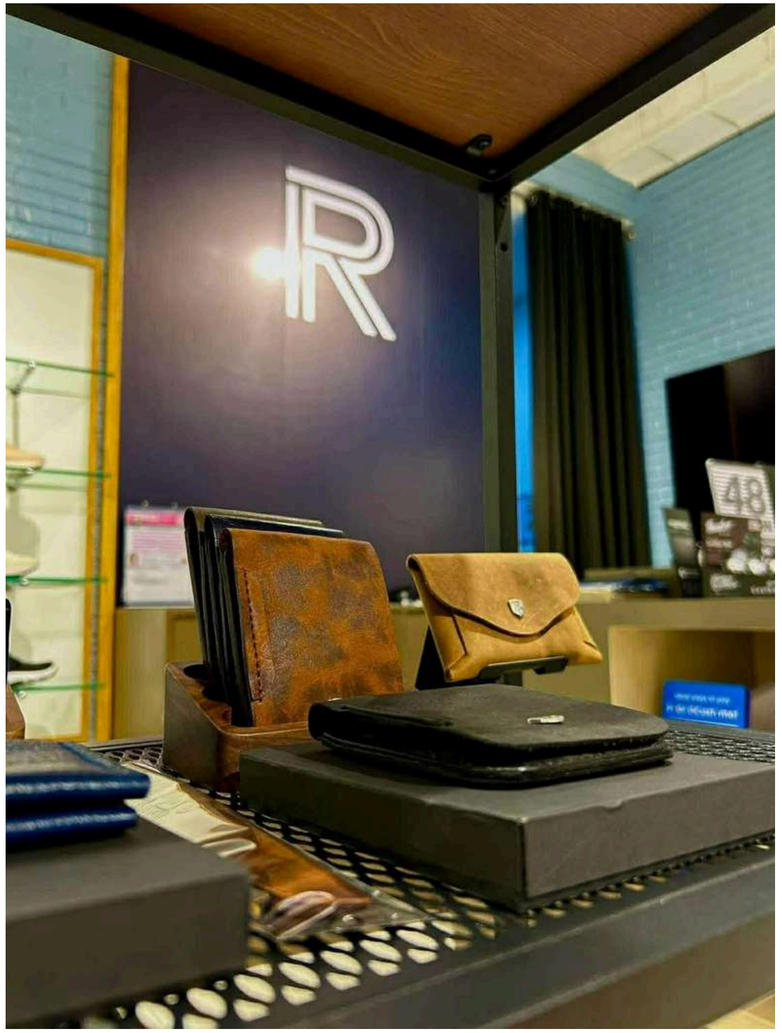





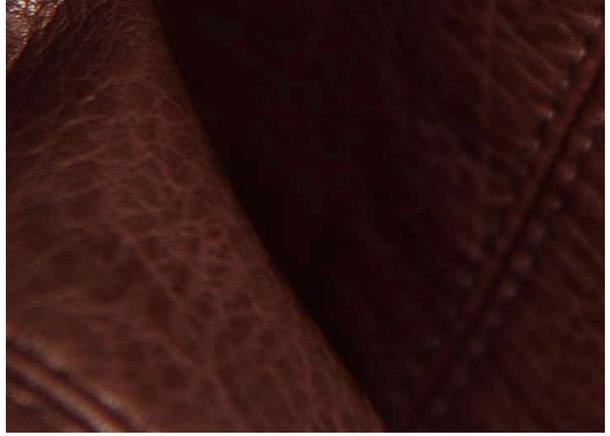

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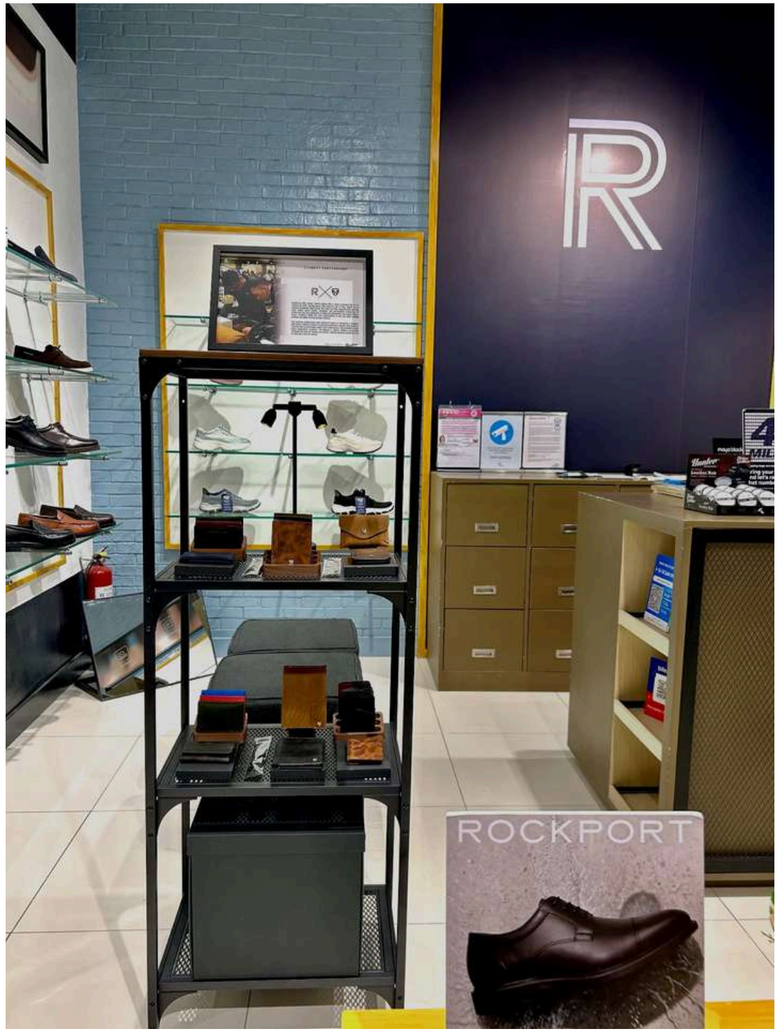



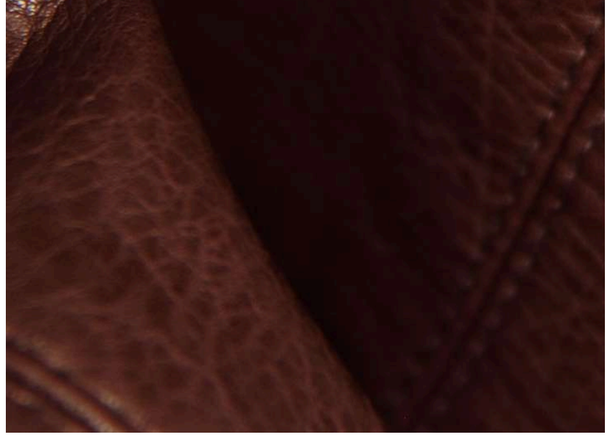

ROCKPORT BRAND COLLABORATION





We’re building the default brand for personalized leather strap in watches, and expanding into wallets, keychains, and other everyday carry items that last a lifetime to tell stories.

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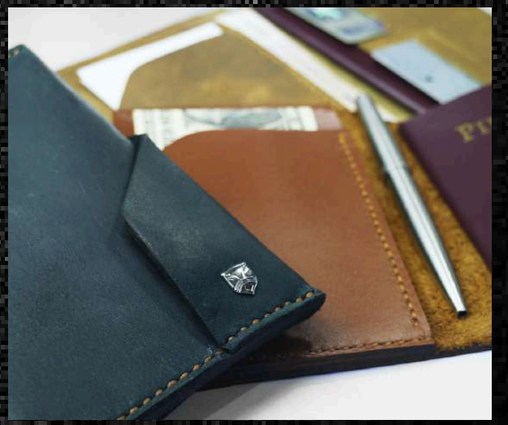

Capital Raising for Expansion

15M PHP

50% Company Share

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Acquisition Cost

15M PHP

100% Company Share

(Subject for buyer qualification)

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Capital Proceeds for Expansion

Up to 5 more local branches

Production Facility

Distribution Partners

Marketing

E-commerce

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WWW.HUNTER-TRADITION.COM

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EIGHTYTWO JAGER LEATHER WORKS CORP.

Unit 2118 Cityland Herrera Tower
98 VA Rufino cor Valero Streets
Salcedo Village, Makati City
1227 Philippines

M +63 (0906) 479-5073