



Hunter[™]
TRADITION

FRANCHISE OPPORTUNITY PRESENTATION

CUSTOM
LEATHER
STRAPS

Hunter[™]
TRADITION



Hunter[™]
TRADITION

ABOUT US



Hunter Tradition, founded in 2016 by Carlo Villamin, offers custom leather watch straps in the Philippines. Started with bazaars, they now serve hundreds of watch enthusiasts every month.

Carlo, together with his wife Melanie and the team headed by senior craftsman Balbert Loyang, started making custom leather strap in bazaars. Their quality work and dedication to the craft quickly gained popularity, and soon they expanded to malls and online services.

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MISSION

CRAFTING HERITAGE AND EXCELLENCE

At Hunter Tradition, we craft the finest handmade custom leather watch straps in the Philippines while preserving local leather craftsmanship. Our mission is to honor our culture, empower Filipinos, and make a global impact.



LEATHER STRAPS



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VISION

ELEVATING CRAFTSMANSHIP TO NEW HEIGHTS

Hunter Tradition aims to be a global symbol of excellence in custom leather watch straps. We preserve local craftsmanship, inspire cultural appreciation, empower our community, and leave a lasting mark of distinction on the world stage.



MARKET GLIMPSE

2019

6.9 million
units shipped



10.4 million
units shipped

 **WATCH**

6.2 million
units shipped



OTHER SMARTWATCHES



VALUE PROPOSITION

YOUR CUSTOM STRAP DONE IN AN HOUR

- Artisanal
- Genuine
- Exclusive

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WE CRAFT FOR THESE BRANDS


ROLEX

PANERAI

Ω
OMEGA


BREITLING
1884

IWC
SCHAFFHAUSEN

LONGINES[®]


ORIS
HÖLSTEIN 1904

SEIKO

Bell & Ross


TUDOR


**TAG
HEUER**


TISSOT

● ●
TW STEEL

 **WATCH**


PATEK PHILIPPE
GENEVE

and more...

PROBLEMS IN THE CURRENT MARKET



LIMITED DESIGN

Restricted variety of designs available for selection in the market.



LIMITED SIZES

Difficulties finding suitable watch straps because of a lack of options in terms of sizes offered.



GENERIC

We offer exclusive, handcrafted straps that are unique to each wearer, allowing you to stand out from the crowd.



SOLUTION - A SERVICE THAT PROVIDES...



CUSTOMIZABLE DESIGN

We offer diverse range of styles, leather swatches, thread colors and buckle finish to suit every taste.



TAILOR-FIT SIZES

We provides wide range of sizes to ensure a perfect fit for wrists of all sizes.



EXCLUSIVE

We offer exclusive, handcrafted straps that are unique to each wearer, allowing you to stand out from the crowd.

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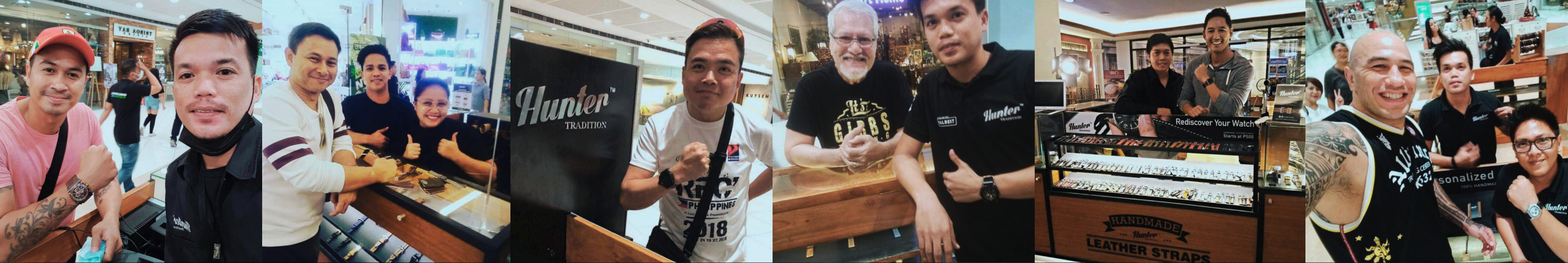
**CUSTOM LEATHER
WATCH STRAPS DONE
IN 1 HOUR UPON
ORDER!**

WHILE YOU WAIT!



A close-up photograph of a craftsman working on a shoe sole. The craftsman is wearing a grey long-sleeved shirt and a dark apron. They are using a small tool to work on a piece of material held in a metal vise. A large spool of black thread is visible in the foreground. The scene is lit by a warm, reddish-brown lamp. The background is dark and out of focus.

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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.

GROWTH TRAJECTORY

- 30 Hunter Tradition Stores
- Factory for local distribution
- Global distribution
- B2B for watch brands
- Become the LUXOTTICA of watch accessories





MILESTONES

- Over **30,000** custom leather watch straps sold
- Over **35,000** Facebook followers
- **BLUE OCEAN** business concept
- In business operation **SINCE 2016**
- With **FIVE** branches in the Philippines
- As featured in **ESQUIRE MAGAZINE** online



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TRADITION

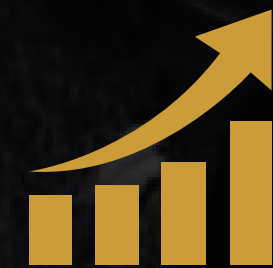
9 YEARS OF SUSTAINABLE BUSINESS



*Strong Brand Identity and
Unique Offerings*



*Ideal for Millennial
Consumers*



*Proven Track Record and
Growth Potential*

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STORE CONCEPT

The new Hunter Tradition store concept captures the timeless elegance of the Edwardian era with a warm, vintage-inspired aesthetic and handcrafted sophistication. Every detail—from the classic leather accents to the soft ambient lighting—reflects a refined, old-world charm. More than just a space, it's an experience designed around the customer, offering bespoke leather strap services right before your eyes. It's where tradition meets personalization, making every visit feel personal, memorable, and distinctly Hunter.



HunterTM
TRADITION

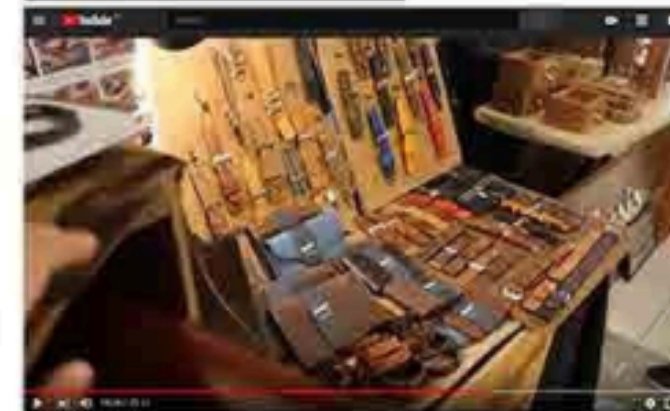


Featured Business in “**Kabuhayang Swak na Swak**” TV Show in ABS-CBN



Mikey Bustos
1.13M subscribers

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



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



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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.



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 strap for your timepieces is at an end. Just ask the folks at Hunter Tradition on board!

What do you need to know about Hunter Tradition? The answer is simple: Hunter Tradition is a local, handmade goods company that specializes in creating custom leather watch straps for your timepieces. They are based in Manila, Philippines, and have a strong reputation for their high-quality, personalized leather straps.

Whether you're looking for a classic black leather strap or a more unique, colorful design, Hunter Tradition has you covered. They offer a wide range of options, including different colors, textures, and even custom engravings. And, of course, all of their products are proudly made in the Philippines.

So, if you're looking for a high-quality, personalized leather strap for your timepiece, Hunter Tradition is the place to go. They're the makers you need to know about.



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

Homegrown company Hunter Tradition is your source for personalized watch straps.

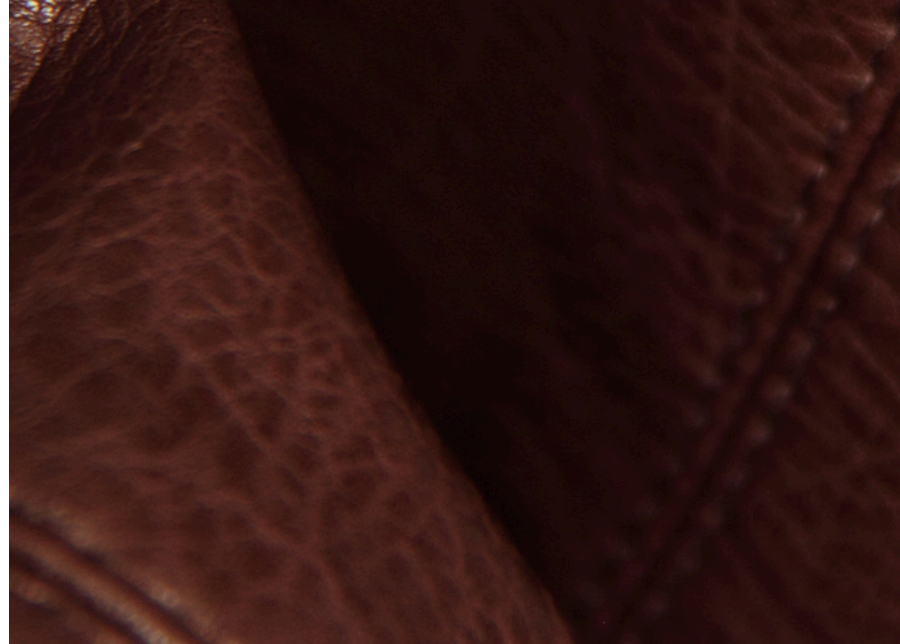
By William H. Miller



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.

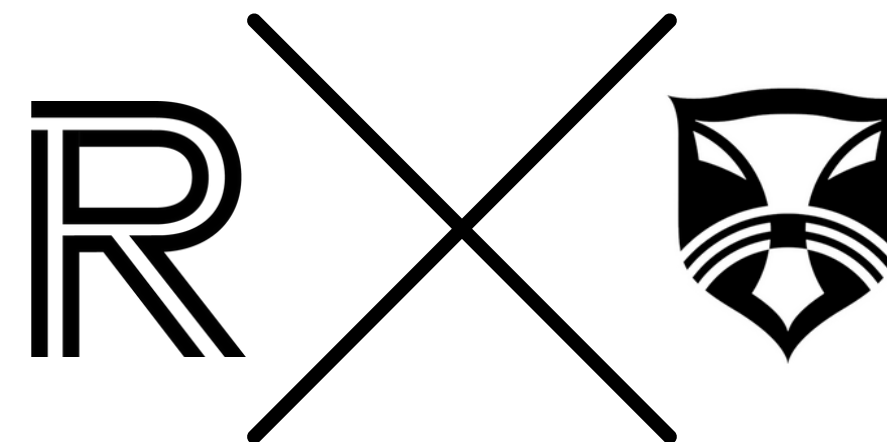




BRAND COLLABORATION

Rockport x Hunter Tradition

June 13, 2025



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OUR BRANCHES



SM MEGAMALL



SM SOUTHMALL



SM FAIRVIEW



CENTURY MALL



SM CEBU

INVESTMENT COST

Turnkey Cost: Php 400,000 - 600,000

Franchise Fee: Php 400,000

* The mentioned revenue figures have been achieved by some store branches. Your individual results may vary, and we cannot guarantee that you will earn the same amount. We do not make any representations about the future financial performance of franchisees or the past performance of company-owned or franchised outlets, and we do not authorize our employees or representatives to make such representations. However, if you are considering the purchase of an existing outlet, we may provide you with the actual records of that specific outlet. If you receive any other financial performance information or income projections, please report it to the franchisor's management. Upon reasonable request, we will provide written substantiation of the data used to prepare these sales figures. For further information, please send email at info@hunter-tradition.com



RETURN OF INVESTMENT

It is estimated that it will take around 14.12 months to achieve the Return on Investment (ROI)

Average Revenue	120,000 PHP
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Average Net Profit per Year	480,000 PHP
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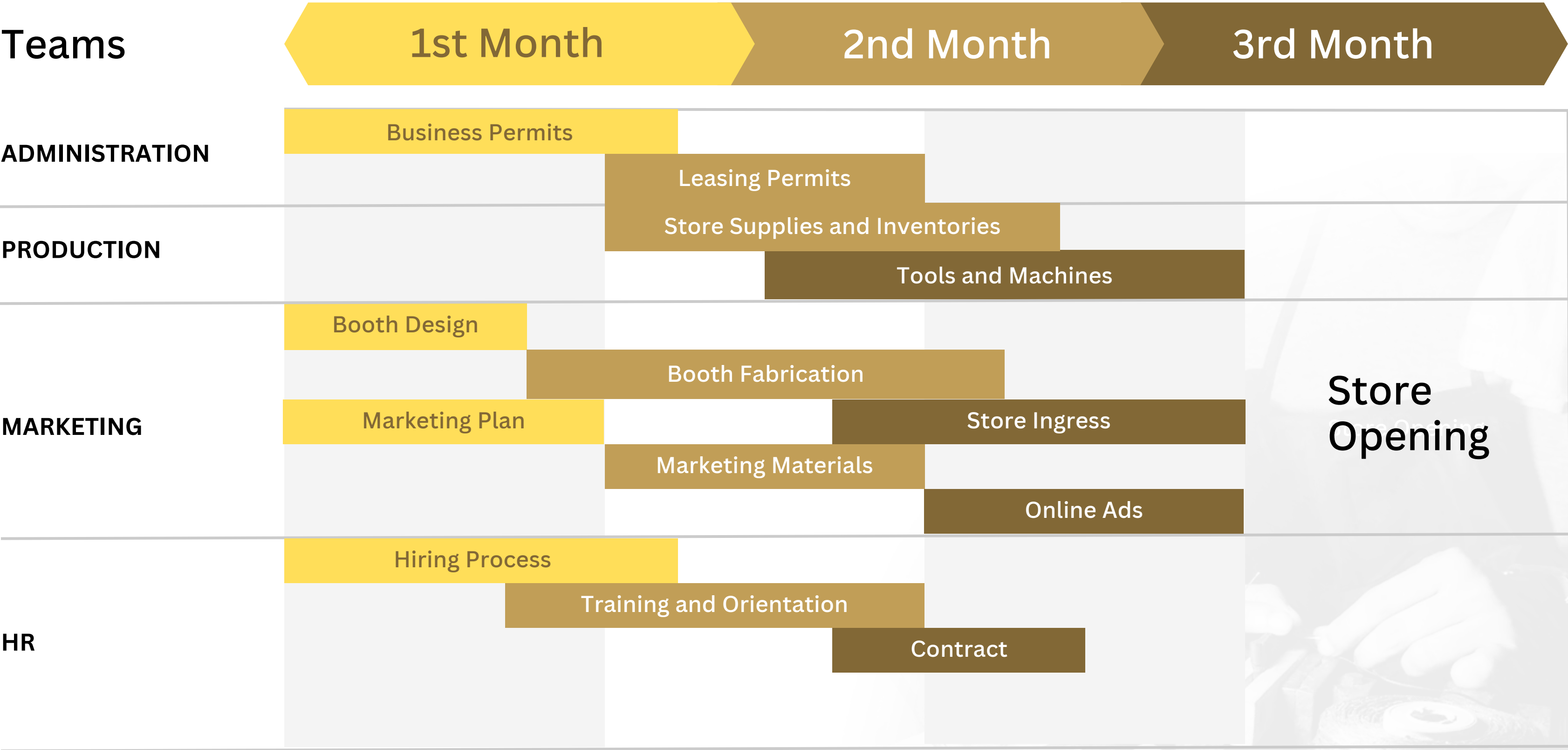
ROI = Net Profit per Year / Total Investment
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480,000 / 400,000	ROI
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12 months (1 year) / 1.2 (ROI)	10 months
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TURNKEY TIMELINE



STEPS & REQUIREMENTS

- *Sending of Franchise Agreement (Draft)*
 - *Sending of Franchise Application Form*
- *Fillout Franchise Application Form*
- *Signed Franchise Agreement*
- *Valid ID (Passport, Driver's License, National ID etc.)*
- *Proof of Payment (Bank transaction slip)*
 - *Franchise fee*
 - *Complete store setup cost*
- *Payment should only be made through our corporate account*
EIGHTYTWO JAGER LEATHER WORKS CORP.

VISIT

WWW.HUNTER-TRADITION.COM

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