

A French company of watch straps is seeking partnerships with manufacturers and distributors across Europe through commercial & distribution services agreements.

Summary

Profile type

Business request

Company's country

France

POD reference

BRFR20260220017

Profile status

PUBLISHED

Type of partnership

**Supplier agreement
Outsourcing agreement**

Targeted countries

• **All countries**

Contact Person

[Myrthe BONGERS](#)

Term of validity

**20 Feb 2026
20 Feb 2027**

Last update

24 Feb 2026

General Information

Short summary

This French startup has designed and patented the first modular watch strap that enables users to wear a traditional watch and a smartwatch simultaneously on the same wrist. The system fits any 18–24 mm watch and is compatible with Apple Watch, Samsung, Whoop, and most connected devices. It is available in brushed steel, black, and titanium. The innovation has been awarded at Concours Lépine, selected for the iF and Red Dot Design Awards, and showcased at CES 2026.

Full description

A French startup has designed and patented the first modular watch bracelet that allows users to wear a traditional watch and a smartwatch simultaneously on the same wrist.

- THE PROBLEM

Millions of watch enthusiasts around the world face a daily dilemma: choosing between the traditional timepiece they love and the smartwatch they rely on for health tracking, notifications and fitness monitoring. Most alternate between the two or end up abandoning one entirely. Until this innovation emerged, no product on the market addressed this frustration.

- THE PRODUCT

The company's flagship model is a precision engineered metal strap featuring a modular connector system that accommodates any traditional watch with an 18–24 mm lug width alongside major smartwatch platforms, including Apple Watch, Samsung Galaxy Watch, Google Pixel Watch and Whoop. Users can switch watches within seconds, adapting their wrist to any occasion while keeping their connected device active at all times.

The strap is available in three finishes: brushed stainless steel, black and titanium. Retail prices range from 349 to 599 euros.

The system is protected by an international patent and has received significant industry recognition, including a medal at the Concours Lépine 2025, selection for the iF Design Award and Red Dot Design Award, and an exhibition at CES 2026 in Las Vegas.

- MARKET TRACTION

Since launching via Kickstarter in mid 2025, the company has delivered over 200 units to customers in more than 15 countries. International sales represent 80% of total volume, with the strongest demand coming from the United States (40%) and Asia (30%, notably Japan, South Korea, Hong Kong and Singapore). Revenue reached approximately 70K euros in the first six months, with a 2026 projection of 400K euros from nearly 1,000 units.

COMPANY PROFILE

Founded and based in the Paris region (Ile-de-France). The company operates with a lean team and a network of specialized partners for manufacturing, logistics and marketing. Smartlet is structured for international growth with a multilingual e-commerce platform supporting Japanese, Arabic, Spanish, German and French.

Advantages and innovations

- First and only product in its category

No other product on the market allows wearing a traditional watch and a smartwatch simultaneously on the same wrist. This company did not enter an existing market

- Patented modular system

The strap is built around a universal connector architecture that supports any traditional watch from 18 to 24 mm and any major smartwatch platform (apple watch, samsung, google pixel, whoop). One bracelet, endless combinations. Users can switch from one watch to another in seconds without tools. This modularity is protected by a patent and was recognized with a medal at the Concours Lépine 2025.

- Design as a core differentiator

This is not a gadget but a premium watch accessory designed to meet the aesthetic standards of watch enthusiasts

- Universal compatibility

With coverage of over 90% of traditional and connected watches on the market, the system eliminates fragmentation. One product works across brands, sizes and ecosystems. This universality represents a key commercial advantage for distribution partners.

Technical specification or expertise sought

The company is seeking suppliers and manufacturing partners with expertise in precision metalwork, advanced materials and high end customization to support the production and evolution of its patented modular watch bracelet.

- Precision Metal Manufacturing

The company needs a reliable partner specialized in small precision metal components for watches or jewelry. Required capabilities include CNC machining or MIM, premium finishing (brushed steel, black PVD, titanium), and quality control aligned with watchmaking standards.

Current volumes range from 100 to 1,000 units per year, with expected growth toward 100 to 5,000 units within 24 months.

- New Materials Development

The company seeks partners experienced in integrating ceramic, leather, fabric or carbon into metal bracelet structures. The goal is to introduce new finishes while maintaining the structural strength needed to support two watches securely.

- Customization and High End Finishing

The company is looking for partners offering engraving (laser or mechanical), stone setting, precious metal plating (gold, platinum, rhodium) and DLC coating to develop limited editions and bespoke models.

- Preferred Regions

Priority is given to partners based in Europe (France, Switzerland, Germany, Portugal) or Asia (Japan, South Korea), while remaining open to other regions demonstrating strong expertise and quality standards.

Stage of development

Already on the market

Sustainable Development goals

• Goal 17: Partnerships to achieve the Goal

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

- MANUFACTURING

The partner handles the full production cycle for their scope: raw material sourcing, machining or forming, surface treatments, finishing and assembly. They manage their own production planning in coordination with our forecasts and commit to agreed lead times. They are transparent about capacity, limitations and costs. They accept small initial batches (200 to 1,000 units) while preparing for scale.

The partner implements rigorous quality control at every stage of production, aligned with watch industry standards. They inspect, measure and document. The seeker expect traceability, consistency and zero compromise on finishing standards.

The partner works alongside our design team during the development phase of new products and finishes. They bring material expertise and manufacturing knowledge to challenge and improve our designs before production. They propose technical solutions, identify constraints early and contribute to prototyping. This is not a passive execution role.

The seeker is building a premium brand in a new product category. The right partner sees this as an opportunity to grow with the french company, not just fill orders.

Type of partnership

Supplier agreement**Outsourcing agreement**

Type and size of the partner

• **SME <=10**• **SME 50 - 249**• **SME 11-49**

Dissemination

Technology keywords

- **02007010 - Metals and Alloys**

Targeted countries

- **All countries**

Market keywords

- **07004001 - Clothing, shoes and accessories (including jewellery)**
- **08001012 - Speciality metals (including processes for working with metals)**

Sector groups involved

- **Energy-Intensive Industries - Materials**
- **Textiles**

Media

Images



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