



SMARTLET



PRESS KIT

APRIL 2025

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EDITORIAL

What if, in the midst of our fast-paced daily lives, a question arose with striking clarity: Why should we choose between the timeless heritage of a classic watch and the limitless possibilities of a connected timepiece? What if these two seemingly opposing worlds could merge to offer a unique experience—one that blends the past with the future into a single, tangible, and functional reality?

It took over a century for watches to evolve from pocket pieces to wrist worn accessories, striking a new balance between tradition and utility. The meteoric rise of smartwatches has since disrupted this balance, redefining our relationship with time. In just a few years, these devices have become indispensable, transforming from niche gadgets to daily companions, invisibly connecting us to the present moment. Health tracking, instant notifications, contactless payments—smartwatches have successfully woven technology into the fabric of our lives.

Yet, amid this wave of innovation, a paradox has emerged: between horological elegance and technological advancement, must we choose? Some wear two watches, others forgo one in favor of the other. Meanwhile, men's wrists continue to be adorned with accessories, from watches to bracelets, harmonizing aesthetics with practicality. But must we truly choose between the enduring elegance of traditional watchmaking and the pioneering power of modern technology? This press kit doesn't aim to settle the debate or provide a definitive answer. Instead, it reflects our vision—one perspective among many—on a question that both fascinates and challenges.

David Ohayon
Founder

INNOVATION AT THE WRIST : WHERE TRADITION MEETS CONNECTIVITY

The watch industry is evolving at the crossroads of traditional craftsmanship and modern technology. In 2024, smartwatch sales surged by 10% over the previous year, reaching 250 million units, according to Counterpoint Research. More broadly, the smartwatch and fitness tracker market now accounts for \$100 billion, with over 400 million units sold and an expected annual growth rate (CAGR) of 15% over the next five years. As of 2023, the installed base of smartwatches has already surpassed 500 million worldwide, according to Expert Market Research.

In this landscape, traditional watchmaking has proven resilient. Swiss watch exports rose by 7.6% in 2023, exceeding 25 billion Swiss francs, as reported by the Federation of the Swiss Watch Industry (FH). The premium watch sector, valued at \$37 billion, continues to attract collectors, with over 3 million units sold and a projected annual growth of 5.5% over the next five years, according to Mordor Intelligence. More than one billion mechanical watches are currently in circulation.

Simultaneously, the market for men's jewelry is experiencing rapid growth. Once a discreet segment, it is now a \$34 billion industry, with over 100 million units sold and an expected annual growth rate of 8%. This market could exceed one billion pieces in circulation in the coming years, according to Polaris Market Research, reflecting shifting aesthetic codes and evolving male attitudes toward accessories. It is in this dynamic environment that Smartlet has found its place.

Neither a smartwatch nor just a bracelet, Smartlet offers an alternative that blends horological heritage with contemporary innovation. Its mission is simple: to enable watch enthusiasts to embrace technological advancements without sacrificing the timeless elegance of a traditional timepiece.

The idea behind Smartlet began with a simple question from David Ohayon: how can we reconcile the refinement of mechanical watches with the practicality of connected models—without compromise? Passionate about both watchmaking and innovation, he envisioned Smartlet in late 2022, driven by the desire to unite two seemingly opposing worlds. Far from being just an accessory, Smartlet represents a subtle evolution of everyday life—a bridge between tradition and modernity.

The concept is as straightforward as it is bold: a bracelet that allows users to wear both a classic watch and a connected device simultaneously, creating a new aesthetic dynamic. It's a response to changing habits, where technology and elegance coexist without exclusion. True to his engineering roots, David Ohayon designed Smartlet as a product in constant evolution, with the brand already exploring ways to enhance its concept, offering tailored materials, designs, and colors to meet individual preferences. This is a vision where watchmaking evolves to meet the demands of a changing world, rather than being confined to the past.



THE SMARTLET PHILOSOPHY: INNOVATION SERVING A NEW VISION OF WATCHMAKING

Smartlet is founded on three core principles: **innovation, elegance, and modularity**. More than just an accessory, the brand envisions an adaptive bracelet designed to meet individual needs and preferences—without compromising functionality or refinement.

Innovation is at the heart of Smartlet's DNA. Every development is driven by a desire to reinterpret traditional watchmaking, explore new technical and aesthetic possibilities, and honor the legacy of fine craftsmanship.

Elegance is expressed through sleek, timeless design, where technology seamlessly integrates into the piece without overshadowing its style. The bracelet isn't just a functional accessory; it's a standalone piece, designed to complement the watches it accompanies.

Finally, **modularity** expands the possibilities: reimagining how we wear watches, offering alternatives to traditional straps, and creating a fluid connection between classicism and modernity.

At the heart of Smartlet is a clear ambition: to provide a new kind of freedom for those who want to seamlessly blend style and technology into their everyday lives. This journey began with a simple question: *What if we reimagined the bracelet with the same level of precision and craftsmanship as the timepiece it holds?*



DAVID OHAYON: A DISCREET YET BOLD ENTREPRENEUR, SUBTLY VISIONARY IN MERGING TRADITION WITH INNOVATION

David Ohayon is an entrepreneur whose unique journey—both daring and deliberate—reflects an unshakable determination and an insatiable curiosity. Born to Moroccan parents and raised in the suburbs of Paris, he grew up in a modest yet value-rich environment fueled by passion. From an early age, he was immersed in a love for objects, a fascination passed down by his father, an avid collector despite financial constraints. Pens, keychains, watches—small treasures that instilled in him a deep and lasting admiration for timepieces, one that he would refine over the years. Even as a child, David displayed a natural discipline and a hands-on approach to life. At 16, he began working alongside his studies to finance his ambitions and support his passions. A top student, he was admitted to CentraleSupélec in 1996, where he distinguished himself with a relentless thirst for experimentation and a dislike for purely theoretical learning. “I am someone who lives, who experiments, who observes, and who draws conclusions,” he explains. While mathematics and physics stimulated his intellect, it was practical application that truly captivated him.

A pivotal summer trip to the United States changed everything. He fell in love with New York and decided to launch his career there, securing an internship that led to three years of work between New York and Los Angeles. His professional journey began in finance at Danone—a field far from his creative aspirations but one that gave him invaluable insight into the inner workings of a company. “Finance isn’t a creative space, but it’s a catalyst,” he reflects, revealing his deep-rooted drive for innovation.

All the while, David nurtured his dream of entrepreneurship, envisioning a venture in the U.S. But the events of September 11 reshaped his plans. A fateful encounter brought him back to Paris, where he met his future wife and decided to build his career in France. His entrepreneurial breakthrough came with Weekendesk, a pioneering travel company he helped scale internationally. To further refine his expertise, he pursued an Executive MBA at INSEAD while continuing to develop high-growth businesses.

His passion for innovation then led him to the luxury and concierge services sector, where he played a key role in the rapid expansion of John Paul—from 100 to 1,000 employees—before contributing to its acquisition by Accor. This deep dive into high-end services sharpened his expertise in scaling operations and navigating international markets. David later transitioned to entrepreneurial consulting, first at the Boston Consulting Group (BCG) and then independently, exploring the intersection of business, technology, and consumer experience.

Today, David Ohayon brings his expertise and passion to **Smartlet**, a startup born from his desire to bridge tradition and modernity. Through this venture, he unites his lifelong love for objects, technology, and aesthetics, aiming to create a seamless link between classic watches and connected devices. With Smartlet, he envisions a world where innovation and timeless craftsmanship coexist in perfect harmony.



"INNOVATION IS NOT ABOUT CHOOSING BETWEEN TRADITION AND MODERNITY, BUT ABOUT CREATING THE LINK THAT CONNECTS THEM."

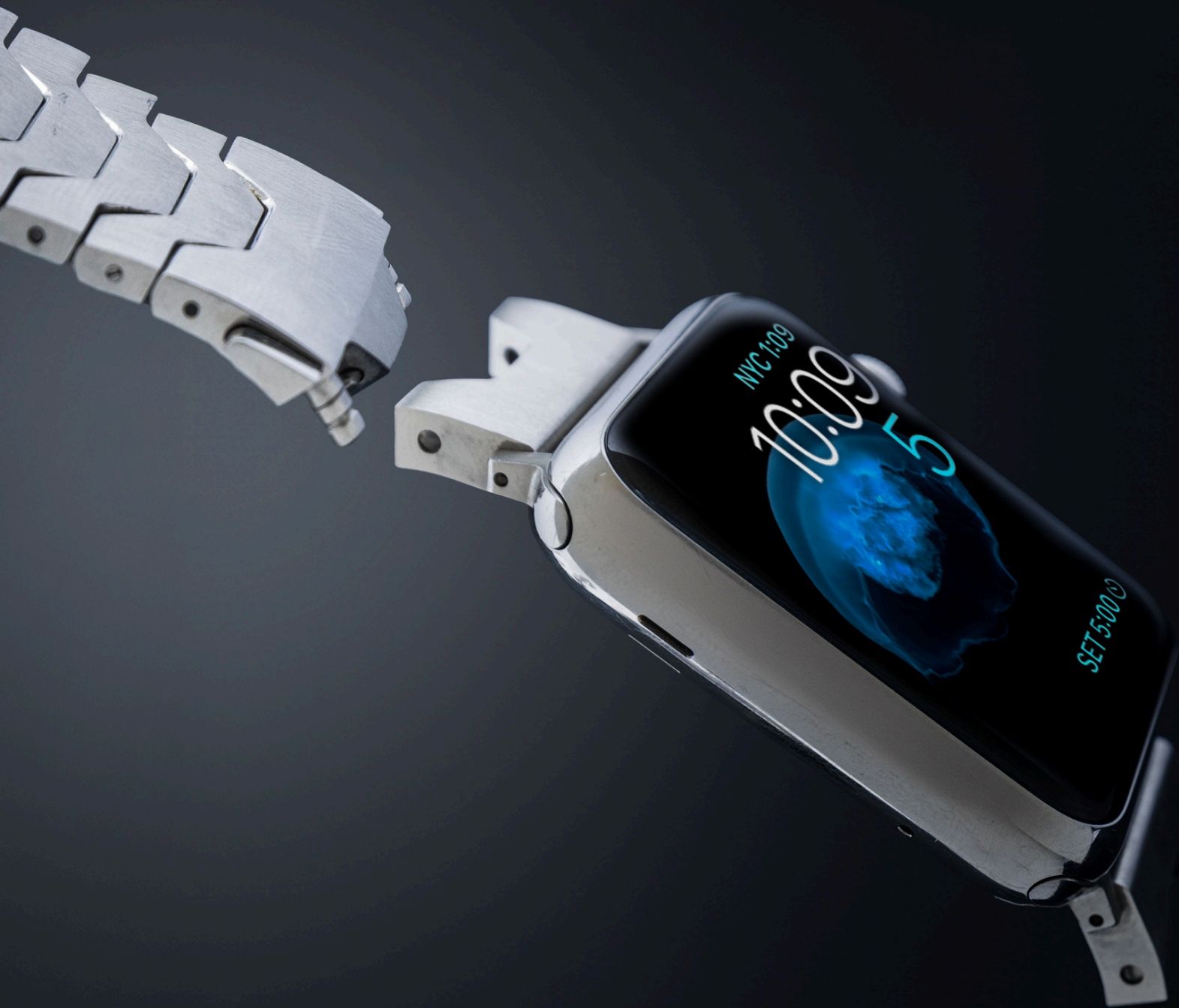
"Innovation isn't about choosing between tradition and modernity—it's about creating the bridge that unites them. Smartlet is the intersection of my engineering background and my passion for horology. I wanted to reconcile tradition with modernity, to build a connection between classic watchmaking and the needs of today's world. Smartwatches have revolutionized the industry, but they often require us to abandon traditional timepieces or resort to clumsy solutions to wear one on each wrist. With Smartlet, I aimed to offer an elegant and clever alternative: a modular bracelet designed to evolve and adapt to both classic and smartwatches.

For me, innovation isn't just about technology; it's about how technology integrates seamlessly into our everyday lives. Smartlet is still a work in progress—a project driven by research and development, a continuous reflection on what watchmaking can be in the digital age, without sacrificing its heritage.

My journey has been one of experimentation, trial, and adaptation. Smartlet follows the same path: evolving, testing, refining. Because, above all, innovation is about asking the right questions."

David Ohayon
Fondateur





A BRACELET THAT REDEFINES POSSIBILITIES, STRIKING THE PERFECT BALANCE BETWEEN FUNCTIONALITY AND AESTHETICS

The first stainless steel edition of this modular bracelet—currently patent pending—reinvents the way we wear watches, opening up new possibilities in horology. Smartlet is already exploring future variations in materials such as leather, carbon fiber, titanium, rubber, ceramic, and fabric, along with diverse designs and colors, all with the goal of expanding the realm of interchangeable watch bracelets.

This innovation addresses a common dilemma among watch enthusiasts: choosing between a classic timepiece, a symbol of tradition and elegance, and a smartwatch, prized for its advanced features. Thanks to its modularity, Smartlet ensures that the classic watch gets back on top—both literally and figuratively—while seamlessly integrating smartwatch functionalities.

No compromises on style. No concessions on technology.

Designed for a broad spectrum of users, Smartlet offers a discreet way to monitor health metrics, a continuous wellness tracker for athletes, instant access to notifications for professionals, and a customizable accessory for those with a keen sense of style. More than just a bracelet, Smartlet is a modern, functional extension of the wearer—bridging heritage and innovation in a way that has never been done before.

BUILDING A SCALABLE ECOSYSTEM, INNOVATING WITHOUT SACRIFICING WATCHMAKING HERITAGE

At Smartlet, innovation is deeply rooted in the vision of its founder, David Ohayon, whose engineering background shapes a meticulous and functional approach to product development. This pragmatic and technical mindset is driving the brand's future with a strong focus on modularity and adaptability. Looking ahead, Smartlet is considering the integration of advanced features—augmented reality sensors, contactless payment solutions, and biometric technology—to further enrich the user experience.

Security is another key development focus, especially for collectors and enthusiasts of exceptional timepieces. Smartlet is exploring new ways to design a locking mechanism for the bracelet, ensuring stronger attachment and safeguarding the watch from tampering or theft, all while preserving ease of use in daily life.



A SIMPLE GESTURE, AND THE HARMONY OF TIME FALLS INTO PLACE

Adjusting the two watches—one traditional, one smart—onto the bracelet is effortless. The ingenious secured lock system connects them with a single motion, much like two puzzle pieces locking into place. The dual security system guarantees a firm fit, ensuring no movement or slipping. Releasing the modules is equally easy—simply press the buttons on either side simultaneously, and the modules come off. The bracelet offers unmatched versatility, enabling users to switch between different connected devices, whether it's a Whoop or an Apple Watch, with just a click.

This innovative system allows collectors to manage a diverse collection of both classic and smartwatches using just one bracelet—a first in the industry.

Size adjustment is also made easy with a tool included in the set, which allows users to add or remove links effortlessly.

For those who prefer not to wear two watches, a branded jewelry piece is included, designed to replace one of the watches on the Smartlet bracelet. This sleek addition turns the bracelet into a versatile accessory that suits any watch, whether classic or smart.



Technical Specifications

KEY FEATURES :

- **Lug Width:** 20mm or 22mm (depending on choice)
- **Material:** Stainless Steel SS316L
- **Weight:** Between 60g and 100g (including the connected device)
- **Thickness:** Between 9mm and 12mm at the back of the wrist (including the connected device)
- **Width:** Between 18.5mm and 36mm (including the connected device)

For comparison, here are the specs for typical stainless steel bracelets on the market:

- **Weight:** Between 60g and 100g (same as Smartlet)
- **Thickness:** Between 4mm and 8mm at the back of the wrist
- **Width:** Between 18mm and 22mm

COMPATIBILITY :

Classic Timepieces

- Compatible with all metal watches featuring a 20mm or 22mm lug width (based on the selected version) for aesthetic harmony
- Compatible with models from Omega (Seamaster, Speedmaster...), Tudor (Black Bay, Pelagos), Tag Heuer (Monaco, Carrera...), Rolex (Submariner, GMT, Sea-Dweller...), Zenith (Chronomaster...), and others

Smartwatches

- Apple: All models (except Apple Watch Ultra and Ultra II for comfort reasons)
- Google: Pixel Watch 41mm
- Samsung: Galaxy Watches 40mm, 41mm, and 44mm (excluding Galaxy Watch Ultra for comfort reasons)
- Garmin: Vivoactive 5 and Fenix 8 - 43mm
- Huawei: Watch Fit 2 and 3
- Xiaomi: Redmi Watch 3/4, Mi Band Pro 8, Smart Band 9 Pro

Fitbit Charge Connector:

- Fitbit Charge 5 & 6
- Whoop 4

WHAT'S INCLUDED IN THE SMARTLET SET:

COMMON PACK:

- 2 standard watch connectors (compatible with 20mm or 22mm lug widths, depending on the version)
- 2 bracelet sides (each with 5 links)
- 4 extra links for size adjustment (with screws)
- 1 Smartlet tool (with a screwdriver on one end and a bracelet removal system on the other)
- 1 branded jewelry piece to link the bracelet without adding a second watch

SMARTWATCH OPTIONS:

- 2 standard watch connectors (with 20mm or 22mm lug widths, depending on the version)
- 2 Apple Watch adapters (38/40/42mm and 44/45/46mm)
- 2 Google Pixel adapters (41mm)

Fitbit Charge Version: 2 Fitbit Charge 5/6 connectors

Whoop Version: 1 encapsulation for Whoop 4

PRACTICAL INFORMATION

Smartlet bracelets will debut on Kickstarter in June 2025—giving early backers the chance to secure their Smartlet ahead of everyone else.

More information: <https://launch.smartlet.io>

Public price: €350 for the stainless-steel version (more materials coming soon).

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Smartlet Competing at the Concours Lépine International Paris 2025

Continuing its quest for innovation in the service of watchmaking, Smartlet is proud to announce its participation in the Concours Lépine International Paris 2025, taking place from April 30 to May 11. This prestigious event, a benchmark for invention and cutting-edge technology for over a century, will be an opportunity to present our bracelet to a panel of experts and the general public.

