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Watchstraps from Langkawi crocodile skin

A LANGKAWI crocodile breeder will supply high quality watchstraps, including the world's thinnest straps with the highest tensile strength, to the well-known Swiss watchmaker Audemars Piguet.

Taman Budaya Langkawi, best known for crocodile wrangling and other daredevil stunts which have enraptured children for over a decade, will supply finished straps to Audemars Piguet's high-end watches.

The watchstraps will carry Taman Budaya Langkawi's own label Porosus, already a well-known brand for crocodile skin fashion accessories.

Porosus Products Malaysia has recently formalised its partnership with Audemars Piguet at a signing ceremony witnessed by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Porosus watchstraps will be featured in two Audemars Piguet series.

First, a Porosus 0.8mm croc skin watch-strap for the "Classique" ultrathin time-pieces. This watchstrap is the world's thinnest and strongest made of crocskin. The "Classique" is a dress watch.

The Porosus Hornback watchstraps, being made for the Audemars Piguet Royal Oak Offshore timepieces, will feature "horns" on the strap.

The "horns" are a natural feature of crocodile skin. The Offshore watch, with its distinctive octagon shape and rugged bolted bezel, is intended for sport and outdoor use.

Porosus products for men and women include attache cases, handbags, clutch bags, shoes, belts, wallets, keychains and watch-straps.

Porosus products are issued with a CITES (Convention of International Trade in Endangered Species) certificate.

Porosus Products Malaysia is the first company in the world to successfully integrate crocodile breeding, conservation, sustainable use and handcrafting of products made from the skins of the *Crocodylus porosus*.

The *C. porosus* is the largest of the 23 crocodile species in the world. Its skin is preferred by makers of fashion accessories because its higher tensile strength is far stronger than the skins of the American alligator and the Nile crocodile.

The Crocodile Specialist Group, a part of the World Conservation Union, has reported that crocodile farming for skins destined for the fashion market has helped take 16 crocodile species off the endangered list.

Audemars Piguet, founded in 1875 by Jules Audemars and Edward Piguet, is only one of two 19th Century watchmaking houses still independent and still managed by their descendants.

Audemars Piguet began as a specialist in "grandes complications" and extra-flat movements and became noted for slightly audacious design.

Its groundbreaking firsts include the first wristwatch with a perpetual calendar and developing the first single-movement showing the hour and the minutes in two time zones while also displaying the date and the power reserve.

Connoisseurs see the Audemars Piguet watch as an investment that is also an intricate work of art highly prized by collectors.