

# Shane Leong

## Product Design

View the full portfolio at [http://www.thecreativefinder.com/horae\\_watches](http://www.thecreativefinder.com/horae_watches)

### **Professional Experience and Curriculum Vitae**

HORAE Customizable Vintage-Inspired Watches.

Hello, my name is Shane Leong, Co-founder of Horae. We are a passionate duo based in Singapore and our company was founded with the vision to deepen consumers' appreciation for watchmaking from its technical and historical perspectives. Centred around personalization, our watch configurator puts consumers in the seat of a watchmaker, ultimately building watches tailored to individual tastes.

With the rise of fashion-brands and the litany of catchphrases like "affordable luxury", we noticed the growing disconnect between younger consumers and the art of watchmaking. We wish to help connect more people to watches and watchmaking in general, through personalized watches that invite consumers to explore and learn more about its components and the processes that went into making it.

Through tasteful appropriation of the styling, proportions and character of vintage watches, we hope to share the experience of owning vintage watches without the hassles commonly associated with it. We believe in creating value through quality timepieces, meaningful experiences, and reasonable pricing.

All Horae watches are assembled according to our customers' selections.

Experience the process of realizing your own classic timepiece as our configurator takes you through the choice of finish and type of the case, dial, hands and indices. In addition, our range of leather and nylon straps allows versatility to suit all personalities and occasions.

### **Previous Clientele**

Please kindly get in touch for more information.

### **Awards and Accolades**

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