Wooden Watches Are In High Demand In The Retail Watch Market

Tony Peacock September 14, 2013

Wooden Watches

“Wooden watches” are showing a Breakout in people searching where to buy a wooden watch in the United States, United Kingdom, Canada and Australia, according to Google Trends. Villioni Wurfel launches Arrow Project to cater for the demand in the watch.

(Newswire.net -- September 14, 2013) New York, NY -- Arrow Project creator, Villioni Wurfel, caters to the growing number of people searching for wooden watches in the United States, United Kingdom, Canada and Australia, suprisingly with the biggest demand coming from New York.

Well known icon in the women's fashion industry in Australia, Villioni Wurfel, recently launched Arrow Project via Indiegogo, an International crowdfunding platform.

After working for so many years in woman's evening wear, Wuerful had observed that a lot of men where shopping with their wife's or girl-friends while looking at evening gowns. She noticed that they felt a little out of place. “And this was what inspired me to create something for men,” Wurfel said.

Although its not an original idea, Villoni spent many months researching the market and looking at other companies designs. Finally she came up with a concept design and a fashion design to cater for the Breakout demand in "wood watches" shown in Google Trends.

Wurfel claims that its her background working in the fashion industry as well as having been involved with many Australian tv shows, like "So you think you can dance", "Australian Idol", and dressing a large number of Australian artists and celebrities is what gives her a keen eye for what the market is looking for in terms of wooden watches.

"I wanted to create something from wood so that anyone with an allergy to metal backing could still wear a watch and unlike leather band watches, wooden watches won't have that smell after sweating.” “I chose Sandalwood as the wood gives off an aromatic fragrance which can last for decades.” Wurfel said.

With only 25 days left, and having raised $3619 of the $6000 funding goal, Wurfel is relying on crowdfunding and support from her friends and family to kick the Arrow Project off.

Miss Wurfel said, "Once we have reached our target the funds will go straight into production." "We need the funds to jump start Arrow Project's first initial production of our wooden watches for all our supporters, and furthering the fashion creation."

She said, "It's an all-or-nothing project, which means, one has to reach their funding goal to produce and jump-start their project.” “All the designs, packaging and raw materials are ready, and all that is needed is a CROWD to support and help make Arrow Project come to life.”

For anyone interested in supporting the Arrow Project please contact Villioni Wurfel directly on 727 656 3229

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