

# WECHSELWILD.COM, THE WORLD'S FIRST BELT TO DESIGN AND REDESIGN YOURSELF!

THE NEW BUCKLE BY WECHSELWILD CAN BE ADAPTED TO ANY OUTFIT, EVENT OR MOOD AT ANY TIME! BUCKLE-MASTERS, BELTBELIEVERS, CHANGEALOTS AND STRAPSTRIVERS – EVERYONE CAN DESIGN HIS OR HER OWN INTER-CHANGEABLE BUCKLE AND PRESENT AND SWAP IT IN THE BELT COMMUNITY ON WECHSELWILD.COM.

The two masterminds behind *wechselwild* (wild changes) are graduate designer Sebastian Schäder (University of Applied Sciences Würzburg) and graduate in business administration Edin Zekanovic (Pforzheim University), who met during a placement term in Hamburg. While still at university, the two founders spent much passion and energy on *wechselwild* and finally even dedicated their dissertations to the thought of changes. Since June 2009 wild buckles can officially be chased online.

[www.wechselwild.com/eule](http://www.wechselwild.com/eule)

[www.wechselwild.com/edin](http://www.wechselwild.com/edin)

[www.wechselwild.com/content/](http://www.wechselwild.com/content/)

[wer-steht-hinter-wechselwild](http://www.wechselwild.com/wer-steht-hinter-wechselwild)

These days, everyone seeks something unique, something that makes him or her stand out. The means to achieve this range from customised t-shirts, individualised sneakers and self-designed bags to iPods with personal dedications. However, a customised product that can be refashioned any time you like – something like that has never been seen!

[www.wechselwild.com/start/guertelschnalle](http://www.wechselwild.com/start/guertelschnalle)

*wechselwild* offers creative minds the opportunity to design their own buckle and to redesign it any time they feel like it. Be it a simple pattern, a drawing, an illustration or even a photo – there are no limits to what is possible! In addition, *wechselwild* provides an online forum, where everyone can present his or her own design and discuss it with others. Of course, if you do not feel like designing one yourself, you can always choose your favourite from the ever-growing pool of designs on *wechselwild.com*.

[www.wechselwild.com/start/wechselbilder](http://www.wechselwild.com/start/wechselbilder)

The starting kit contains the buckle in dull silver, a starting design, a free design of your own choosing and a collectors' box. The belt made of genuine cowhide is also included and can be chosen in black or in brown. Every Changealot buying the starting kit chooses a high-quality product where everything has been thought of. Thus, even the packaging can be used to store those designs that at present do not adorn your hips.

[www.wechselwild.com/start/starterset](http://www.wechselwild.com/start/starterset)

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