

Skybelts puts a fashionable twist on airline safety



Lasting Example | ECO-CYCLING | Launched in 2004 as a means to fund a family holiday, Skybelts offers a range of fashion belts using authentic buckles from aircraft seat belts.

The Seattle based company gives consumers the ability to personalize the belts with a spectrum of interchangeable colors, and coordinating SkyClips to choose from.

SkyClips are like charms on a bracelet. They are unique, and represent a variety of logos, travel destination and themes. The clips slide on and off the belts and present a simple method of further personalization.

A Skybelt, which includes one buckle and belt, costs USD 32.95, and consumers can then purchase additional, interchangeable belts for USD 12.95 each on the company website.