

From Prehistoric Times To Cartier, Cufflinks' Appeal Never Seems To Fade - Historical Perspective By Sam & Qualis

Sam & Qualis is an Australia based inspirational fashion company that offers a wide range of exquisite and spectacular luxury men's cufflinks at affordable prices.

Long before fancy dressing and modern haberdashery came into men's fashion, the way esteemed nobles and fashionistas put their outfits together was nothing short of barbaric.

From leaving symmetry dead in the ditch to using ties, ribbons, and strings to hold cuffs and points together, dressing up in the past was tedious, until cufflinks came into the picture.

The history of cufflinks

With its roots dating back to the 17th century, the humble cufflink's first iterations were introduced as a sleeker, more appealing, and effective solution to keeping cuffs in order.

These ornamental pieces were created and further refined by French tailors alongside the development of the stitched buttonhole to seamlessly combine style and functionality. Over time, the boutons de manchettes started to gain traction amongst aristocrats, socialites, and style-conscious men because of how they provided a solution that equally looked great.

A few years after its introduction, sleeve buttons—as they were called at the time—became even more popular with upper-echelon dressers in a short amount of time. During this time, the buttons themselves became even more luxurious and appealing as jewelers began to show their takes on the accessories. These refined takes were best defined by gold and silver castings that were adorned with semi-precious gemstones and stamped designs, eventually leading to the modern cufflink of today.

Later developments

At the turn of the 18th century, the usage of cufflinks and their popularity both exploded as they became even more commonplace in the fashion during that period. Aside from being donned by monarchs and aristocrats (which essentially acted as the catalyst for popularity), they were also used to commemorate special events and royal occasions – not too far from the purposes that they're being used for today.

Despite the already-apparent growth of cufflinks and their rise to prominence, an even higher amount of success came about by the time the industrial revolution and the Victorian era came to be.

Thanks to the advent of machinery and its widespread availability, manufacturers, tailor shops, and stores were able to boost their production volumes and make cufflinks even readily available. Beyond production capacities, however, this period also saw the rise in fancy designs that slowly incorporated gold and silver bases, which were adorned with intricate designs that were extravagant and captivating.

This era saw the birth of the “Victorian Serpents” design, which is also a design staple among modern cufflink options today!

Post-world war resurgence

After the first and second world wars, the cufflink rebounded and made its resurgence in production, prominence, and overall importance in the turn of a modern fashion revolution. With the Boyer fastener system's introduction and a production drive undertaken by the factories, consumers had a sleeker, better, and more convenient way to keep its double cuffs together. This would later go on to be the cufflinks that are widely known today.

Conclusion

Cufflinks bear a storied past that carries its own history which adds even more to their overall importance and value. The next time you put on a suit and look at your cufflinks, feel proud that you're wearing a time-honed accessory that was also worn by royalty and other prominent members of society in the past.

About Sam & Qualis

Sam & Qualis was founded with a rebellious spirit and an ambitious goal of making high-quality, beautiful luxury goods at down-to-earth prices. Sam & Qualis consider cufflinks as one of the most defining style signature, containing within itself the power of identity and sophistication of an effortless elegance.

The name Sam & Qualis has a meaningful thematic story. 'Sam' is the name of the founder and 'Qualis' is Latin for quality. The crown-shaped logo draws inspiration from the headgear worn by the Achaemenid Persian emperors.

Sam & Qualis is an Australia based inspirational luxury cufflinks company that is dedicated to providing customers with meaningful pieces of cufflinks that will touch the heart at an affordable price. The company believes in producing smaller quantities of high-quality cufflinks that will last, rather than pumping out large numbers of less than perfect pieces. Each order is packed in an exclusive hand-wrapped signature gift box with great care.

More information is available at the website at <https://samandqualis.com/collections>

Sam & Qualis provides exquisite and unconventional designs, the materials used are of the highest quality which include exquisite materials like Stingray Leather, Sterling Silver, Onyx, Lapis Lazuli, Tiger Eye, Opal, Mother-Of-Pearl among others. Sam & Qualis uses CNC machining technology for making some masterpieces like Dalton, Geovanni and others.

Each Sam & Qualis cufflink is a special ornament, evoking class, character, and individuality in each and every detail. Some of Sam & Qualis best-seller cufflinks include:

Sebastian - Revolutionary spirit and ingenious craftsmanship: a manifesto of Sam & Qualis' vision of contemporary cufflinks, where diablo is introduced in an unconventional style (featured in Vogue).

Lorenzo - The very soul of this pair is encapsulated in the visionary design and unbridled imagination. Enchanting deer cufflink in an antique finish like no other. Comes with a matching complimentary lapel pin.

Gabriel - Wearing a cufflink was never that easy. Magnetic cufflink...the innovation you desire.

Dalton - Iconic stingray inlay makes Dalton the most spectacular cufflink of modern times. Every element is designed to bring stingray's profound soul to life (as seen in GQ Australia).

Elias - A symbol of classic self-expression set in a masculine bezel with such distinguished craftsmanship, substance, and elegance.

No matter what the personal style preferences of any man, there are fine cufflinks to suit anyone and any occasion. Not to be saved only for the most formal events, cufflinks are expressive and add an air of subtle sophistication to an ensemble. Born from Alexander Dumas' The Count of Monte Cristo, cufflinks have now become a hallmark of men's fashion – what a journey indeed.

###

Contacts

Sam Gupta

0406211305

mailto: hello@samandqualis.com