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Hermès to add luxury touch to Apple Watch

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Promotional image for Hermès Apple Watch

By STAFF REPORTS

French leather goods house Hermès joined in the fervor during consumer electronics brand Apple's Cupertino, CA, press conference Sept. 9.

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Technology junkies had been eagerly awaiting the press conference to learn about Apple's new gadgets such as the next generation of iPhones among a host of other announcements such as an Apple Pencil stylus, a partnership with Adobe and a pregnancy monitoring application. By being part of Apple's brand announcements, Hermès has better situated its brand and products within the greater technology conversation.

An Apple a day

Apple has evolved from a consumer electronics maker to a luxury brand in its own right as its designs rely on aesthetics, function and form. When Apple announced its first foray into the wearable space, many suggested that fashion collaborations were bound to be the natural progression of the product ([see story](#)).

Now, Hermès is the first luxury apparel brand to meld Apple technology with high-end

fashion, as a maker of three styles of leather watchbands for the stainless steel Apple Watch. The straps announcement was made quickly after Apple CEO Tim Cook's unveiling of a number of new apps for Apple Watch OS 2.



Apple's Tim Cook during the press conference

In addition to the straps, shown to the press in tan leather, the French luxury house will create a special watch face for Apple Watch to further its involvement with the wearable.

Branded watch faces have become an easy way for brands to place themselves within the greater wearables conversation without much effort.

For instance, Danish audio and video brand Bang & Olufsen capitalized on the wearables trend with a watch interface available for Android smartwatches.

Bang & Olufsen is innovative in its field, but has yet to develop its own wearable device and currently does not offer digital timepieces. With so much attention and buzz being spent on wearables it is sensible for Bang & Olufsen, as a consumer electronics brand, to be part of the conversation at some level ([see story](#)).

Priced at \$1,250, the Hermès Double Tour strap, a style that wraps around the wearer's wrist twice and shown during the conference, will fit the 38mm Apple Watch. Consumers will have a choice of four colors: Fauve, Etain, Capucine and Bleu Jean.

Hermès' Single Tour strap, with prices starting at \$1,100, evokes the leather goods brand's equestrian heritage. This style is available for 38mm and 42mm stainless steel cases in either Fauve or Noir. The 38mm version can also be fitted with a Hermès Single Tour strap in Capucine.

The last of the Hermès straps is the "finely worked modern" Cuff, which will fit 42mm Apple Watches with a stainless steel case. Available only in Fauve, the Hermès Cuff is priced at \$1,500.



Three styles of Apple Watch Hermès

All three of the straps will be available in select Apple Stores beginning in October.

In addition, Hermès' involvement with Apple as a collaborator, because of its dedication to quality and craftsmanship, furthers the tech giant's notion that consumer electronics can have handcrafted elements in the same way traditional luxury goods do ([see story](#)).

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