

INTERNET

Herms heralds “elegantly innovative” branded Apple Watch debut

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Promotional image for Herms Apple Watch

By STAFF REPORTS

French leather goods maker Herms is touting the combination of craftsmanship and technology evident in its Apple Watch as the timepiece arrives in-store Oct. 5.

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A page of Herms' Web site has been dedicated to the devices, with a layout more indicative of Apple's streamlined online presence, where consumers can find out details such as which select Herms and Apple stores will be carrying the tech accessories. Using its own channels to promote the results of this partnership will help ensure consumers that this bears an authentic Herms touch that goes beyond brand name.

Fashion meets function

Herms, as a maker of three styles of leather watchbands for the stainless steel Apple Watch, is the first luxury apparel brand to meld Apple technology with high-end fashion. In addition to the straps, shown to the press at Apple's Cupertino, CA, press conference Sept. 9, the French luxury house will create a special watch face for Apple Watch to further its involvement with the wearable ([see story](#)).

On Herms' Web site, the brand explains that the watch was conceived to be a mix of "utility" and "beauty." The "uncompromising craftsmanship," "pioneering innovation" and "groundbreaking functionality" that went into the timepiece are also referenced.



Screenshot of Herms' Apple Watch page

Further down the page, consumers can view the three styles of leather straps created for Apple Watch Herms, which

are pictured on a stark white background. Consumers can also explore the various customizable options for the watch faces.

Close-up images of the straps being sewn by hand are also included as a demonstration of craftsmanship.

The Apple Watch Herms is being sold in select markets at Apple and Herms stores, with prices starting at \$1,100. Rather than the packaging typical of Apple, these watches will come in Herms' iconic orange boxes.



Display featuring Herms Apple Watch

When the Apple Watch first came out, there was speculation that the tech giant might seek out partnerships in the luxury space.

Dedicated horologists agree that the introduction of Apple's smartwatch will not pose a dire threat to traditional Swiss watchmaking, but is there potential for growth through collaborations?

Like many high-end brands, Apple has become notorious for the amount of control it has over every detail of its products, from design aesthetics to advertising. Recently, the brand has worked to reestablish itself not just as a tech giant, but as a true luxury goods maker with its latest Apple Watch at the forefront of this shift ([see story](#)).

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