

MOBILE

Tag Heuer melds analog with digital for smartwatch debut

November 10, 2015



Tag Heuer Carrera Connected watch

By STAFF REPORTS

LVMH-owned Tag Heuer has unveiled its smartwatch through a livestream event held on social media after months of anticipation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The watchmaker announced the Tag Heuer Carrera Connected Watch, a collaboration with Google and Intel, during a press conference held at Baselworld 2015 in March, the watch industry's most revered event ([see story](#)).

Horologists have argued that for brands looking to dive into the smartwatch conversation, an approach that melds analog with wearable technologies may yield the best response from watch lovers.

Tag gets connected

Tag Heuer debuted the Carrera Connected with a social video that shows a traditional watch as it slowly becomes pixelated to become the smartwatch.

In the video, Tag Heuer shows the smartwatch's crown, its caseback that includes the engravings of Intel and the watchmaker and three different screen options.

The watchmaker unveiled the Carrera Connected at its New York flagship where consumers could then purchase the smartwatch on site.



Tag Heuer Carrera Connected watch with app

On its Web site, Tag Heuer provides additional product details, noting that the Carrera Connected features directional wind and weather monitoring, RaceChrono Pro capability and Google Fit. The watch is also synced to Android Wear to connect the wearer to thousands of applications.

Additionally, Tag Heuer Connected offers wearers a custom suite of micro apps such as an alarm and stopwatch. Tag Heuer's Carrera Connected includes a case indicative of the watchmaker's brand. These details include a scratch-resistant sapphire screen, fine-brushed titanium and splash-proof water resistance.

In a video, Tag Heuer explains how it infused its 150-year heritage of watchmaking with the potential of wearable technology.

One Journey with the TAG Heuer Connected

On social media, Tag Heuer has included snippets of reviews from watch experts to instill a sense of trust in its new product.

For instance, Wired's review of the Carrera Connected says, "If you've been waiting for a legitimately luxurious Android Wear watch, you've finally got one." Forbes agrees saying, "The Tag Heuer Connected is one of the first smartwatches that feels like it has a soul."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.