

INTERNET

## Tag Heuer demonstrates stylish smartwatch applications in GQ film

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*Tag Heuer Connected timepiece*

By STAFF REPORTS

Swiss watchmaker Tag Heuer is showcasing the capabilities of its Connected timepiece in a fashionable way.

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The brand partnered with British GQ on a short social video, which shadows the magazine's editor Dylan Bruce as he goes about his day in London. While Tag Heuer has previously aligned with sports stars and other personalities to promoted the Connected smartwatch, this latest collaboration will help the brand market the timepiece as a functional, stylish accessory.

### Full day

Tag Heuer and GQ's video ran on GQ's video channel and social channels. It was also posted by Tag Heuer, ensuring the watchmaker's audience did not miss the content.

The video begins with the sound of the watch beeping with an alarm, letting consumers hear it before the watch appears on screen. Mr. Bruce wakes up and gets going, having checked his full calendar for the day on the watch face.

Mr. Bruce heads to Savile Row for an appointment with his tailor at Richard James. As he is being fit for a suit, his tailor is distracted by his watch, opening up an opportunity to show off the smartwatch's changeable faces. The tailor suggests getting suits to match each face, to which the editor jokes, "Maybe next season."

The editor heads to lunch and then is reminded by the watch of his friend's birthday, prompting a visit to Fortnum & Mason for a hamper.

At the end of the short film, Mr. Bruce heads for drinks with friends and walks home.

### *A Day in the Life of GQ Editor Dylan Jones / British GQ*

This is not the first time that Tag Heuer has told its brand story to GQ's audience.

British GQ magazine is exploring the key investment pieces contained in men's wardrobes through a series on its newly launched video channel.

"Luxury of Less with Jim Chapman" takes viewers inside Savile Row tailors Gieves & Hawkes, Turnbull & Asser and watchmaker Tag Heuer, uncovering the reasons why their garments or watches cost more than those that can be

purchased on the high street. For the luxury brands featured in this series, this may serve as an introduction to readers and also help to justify their price points ([see story](#)).

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