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## Apple Watch Herms gets new look with expanded designs

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*Apple Watch Herms*

By STAFF REPORTS

Tech giant Apple and French leather goods house Herms are continuing their collaboration built on similar values of beauty and utility.

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Revealed during Apple's livestreamed event on Sept. 7, the next generation of Apple Watch Herms will be available with an expanded selection of leather straps as well as a new orange sport band. This partnership between fashion and technology allows Apple to raise its luxury appeal while affording Herms the opportunity to position itself as an innovator.

### New look

The Apple Watch Herms was first released in October 2015. The fashion house created three styles of straps and special watch faces for the stainless steel smartwatch ([see story](#)).

"We are united by the same vision, the uncompromising pursuit of excellence and authenticity, and the creation of objects that remain as relevant and functional as they are beautiful," said Pierre-Alexis Dumas, Herms' executive vice president, in charge of artistic direction. "This is a new step of our attelage."

For the Apple Watch Series 2, Herms has created a new strap, the Double Buckle Cuff, which resembles a sandal design by footwear and jewelry creative director Pierre Hardy.

The existing Single Tour and Double Tour straps will be available in new colors, including a purple hue dubbed Anemone.

Reflecting the Apple Watch Series 2's water resistance up to 164 feet, the Herms editions will all come with a sport band in the brand's signature orange.



### *Apple Watch Hermès with sport band*

Starting at \$1,149, Apple Watch Hermès will be available in select Apple stores from Sept. 23. As with the previous series, the devices will come in co-branded orange boxes.

"Ours is a partnership born of parallel thinking and mutual regard we share similar preoccupations, ever evolving and refining our design," said Jonathan Ive, Apple's chief design officer.

While outside the traditional luxury space, Apple is posing a threat to the luxury industry and beyond. The company's Apple Watch is largely being reported in the media as a failure, but the smartwatch made \$5 billion in the first nine months after its launch, causing L2 to label it a "disruptor" ([see story](#)).

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