

JEWELRY

Tag Heuer has fashionable adventure at New York Fashion Week

September 15, 2016



Iris Apfel during Monse's New York Fashion Week show

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer showed off its sartorial side to New York Fashion Week attendees with help from a new brand influencer.

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During NYFW Sept. 8-15, the Swiss watchmaker participated in a runway presentation and pop-up shop to show that its timepieces can be incorporated into any ensemble. To achieve this feat, Tag Heuer introduced its latest friend of the brand, 95-year-old style icon Iris Apfel, a departure from its usual sports and celebrity personalities.

Accessorizing with Iris Apfel

While fashion week was in full swing, Ms. Apfel attended the runway show of fashion label Monse Sept. 11. Sitting front row, Ms. Apfel wore a new Tag Heuer Link Ladies watch as well as pieces from Monse's latest collection, showing that fashion sense does not become diluted as one ages.

Tag Heuer partnered with Monse for its runway show and will continue its collaborations going forward. The LVMH-owned watchmaker was a key sponsor of the label's after-party as well.

To capture its New York minute, Tag Heuer shared footage of Ms. Apfel, dressed in a teal boa and signature collection of baubles, attending the fashion show.

The 15-second clip shows Ms. Apfel watching the presentation as well as looking at her Tag Heuer timepiece. Taking style cues from Ms. Apfel, the Monse models also wore stacks of Tag Heuer wristwatches.

During New York Fashion Week, Tag Heuer also participated in the IMG Fashion pop-up shop at 875 Washington Street. At the shop, Tag Heuer displayed its Tag Heuer Connected timepiece to demonstrate how the fashion and tech industries are merging.



Tag Heuer Connected display at the IMG Fashion pop-up shop

Tag Heuer has looked to style influencers to tout its connected timepiece in other ways as well.

In May, Tag Heuer partnered with British GQ on a short social video, which shadowed the magazine's editor Dylan Bruce as he went about his day in London. While Tag Heuer has previously aligned with sports stars and other personalities to promote the Connected smartwatch, this latest collaboration will help the brand market the timepiece as a functional, stylish accessory ([see story](#)).

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