

CONSUMER ELECTRONICS

Tag Heuer combines luxury materials, innovative technology for Connected timepiece

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Tag Heuer Connected is now available in 18-karat rose gold

By STAFF REPORTS

LVMH-owned Tag Heuer is going up against Apple Watch with the debut of an 18-karat rose gold Connected smartwatch.

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Being released just in time for the holiday gifting season, Tag Heuer is demonstrating that a connected timepiece can be just as luxurious as any other Swiss-made analog watch. Tag Heuer developed the Tag Heuer Connected watch in partnership with Intel and Google, bringing luxury sensibility to the wearable category.

Rose gold holidays

At launch, the Tag Heuer Connected had the brushed-metal finish of a fine wristwatch, but only offered a titanium version.

To underscore the potential the wearable category holds for a Swiss watchmaker, Tag Heuer has advocated for its technology through a number of high-profile sports partnerships, a bevy of useful applications and promotions during the most-recent New York Fashion Week ([see story](#)).

Tag Heuer Connected includes a multitude of connectivity options including Bluetooth and WiFi and can also stream music and allow wearers to tap into Android Wear's operating system. The wearable also boasts 4GB of memory, the latest-generation lithium battery, a microphone for Google Voice control and a sapphire crystal touch screen.



Tag Heuer Connected in 18-karat rose gold

Forty-six millimeters in diameter, Tag Heuer Connected now comes in 18-karat rose gold, upping its high-end presentation, especially as the popularity of the pink-hued metal booms.

Given consumers' hesitancy to embrace wearables fully, Tag Heuer also has an exchange program for those who have purchased the Tag Heuer Connected. Each smartwatch has a two-year warranty, when the period ends consumers can visit a Tag Heuer boutique to exchange the connected watch for a mechanical Swiss-made Carrera timepiece.

Designed to resemble the Connected, the mechanical version has been exclusively developed for the exchange program, and reserved only for owners of Tag Heuer Connected watches.

Tag Heuer's 18-karat rose gold Connected timepiece retails for \$9,900.

When Apple launched its Apple Watch, the consumer electronics giant also debuted the Apple Watch Edition, meant to be a wearable contender in the luxury timepiece space. Available in 18-karat rose or yellow gold, the highest Apple Watch Edition configuration, for device and watchband, retailed for \$17,000.



Apple Watch Edition in 18-karat yellow gold

The Apple Watch Edition Series 2, just released a few months back, is available in white ceramic, another material often used by fine Swiss watchmakers. For this, the suggested retail price is \$1,299.

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