

CONSUMER ELECTRONICS

## Tag Heuer embraces "luxury codes of tomorrow" via smartwatch and see-now, buy-now

March 15, 2017



*Tag Heuer Connected Modular 45*

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer is honoring horological tradition with the introduction of a truly modular smartwatch, the Connected Modular 45.

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Tag Heuer Connected Modular 45 has been designed, developed and assembled in the same spirit and exacting standards of the brand's analog timepieces, but with Intel and Google technologies. For the first time, Tag Heuer Connected wearers can interchange watch components to fit their mood, similar to customizations seen on a traditional watch.

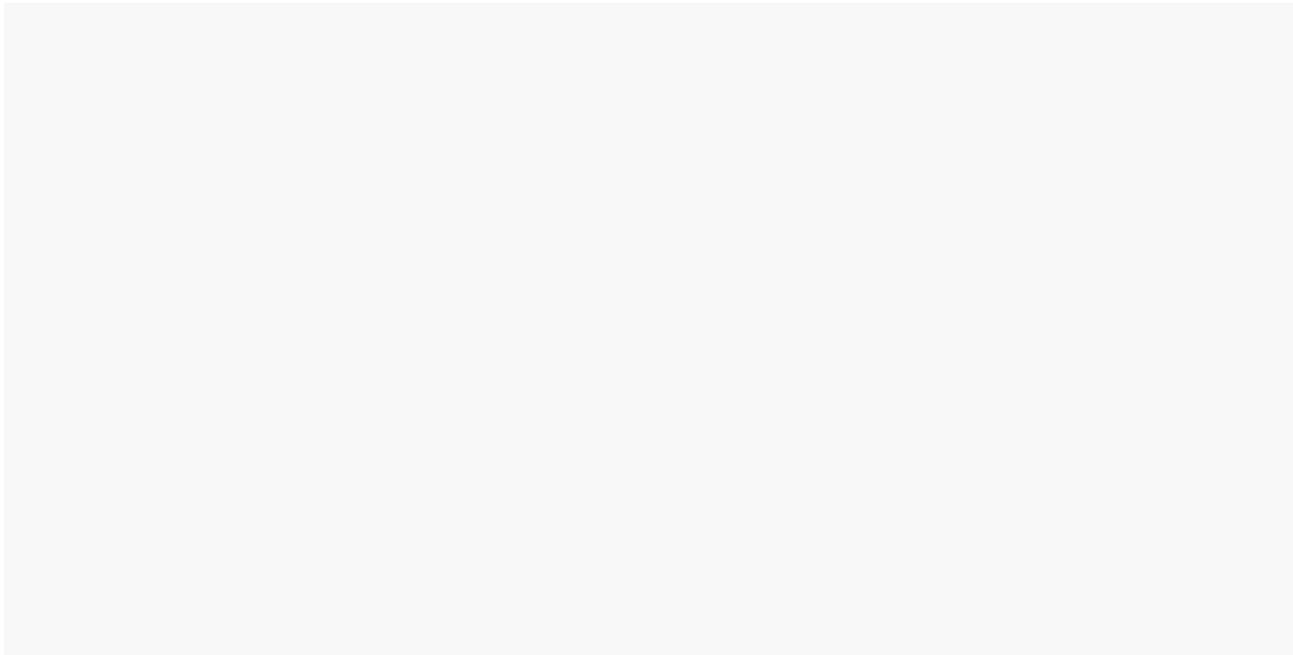
Next-generation

Tag Heuer Connected Modular 45 is the second generation of Tag Heuer smartwatches, produced in partnership with Intel and Google.

Connected Modular 45 wearers can choose from materials, such as titanium, ceramic or rose gold, and colors for the watch's lugs, strap and buckle. Also, the watch face can either display the Connected module or the haute horlogerie mechanical module.

The smartwatch has been engineered to be water-resistant to 165 feet and features GPS, a NFC sensor for payments, a high-definition amoled screen and a catalog of Tag Heuer digital dials.

Tag Heuer Connected Modular 45 is powered by Google Android Wear 2.0 and features the new Tag Heuer Companion application.



Just like the brand's famous mechanical chronographs, the TAG Heuer Connected Modular 45 has been designed, developed, and assembled in the TAG Heuer Manufacture in collaboration with an @Intel team, in La Chaux-de-Fonds in Switzerland. All this of course with the same spirit and with the same high standards as a luxury product with Swiss Made quality. Follow the announcement LIVE in our bio. #ConnectedToEternity

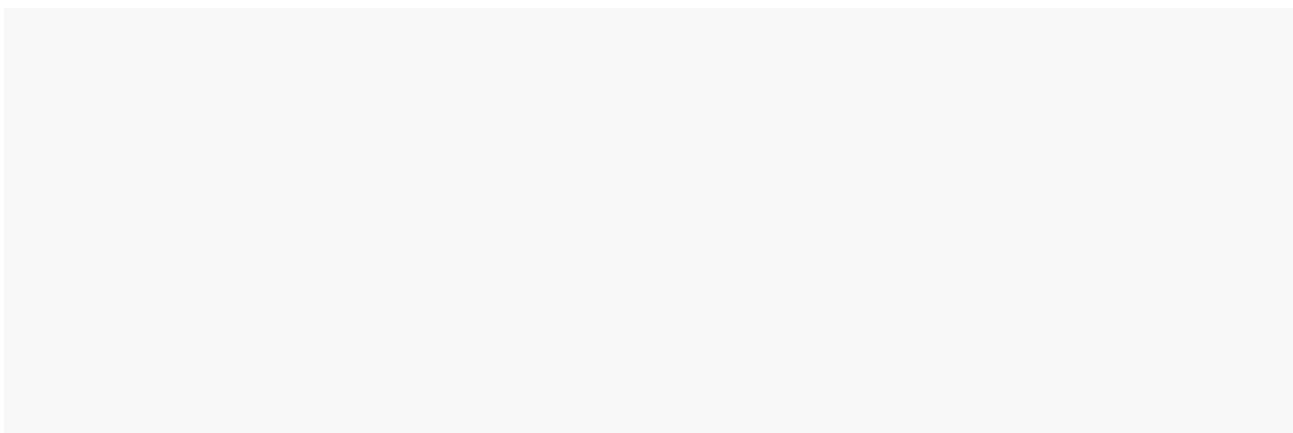
A post shared by TAG Heuer (@tagheuer) on Mar 14, 2017 at 4:32am PDT

"After the huge success of the first Tag Heuer Connected watch, today I am very proud to present the Connected Modular 45," said Jean-Claude Biver, Tag Heuer CEO and president of the LVMH Watch Division, in a statement. "This is a Swiss watch which embodies the luxury codes of tomorrow, and which not only enables you to connect to the future, but also to connect to eternity thanks to its simple and smart modular design.

"The innovative, unique and distinctive watch is at the forefront of the latest technologies available in Silicon Valley and, at the same time, a genuine Swiss watch, bearing the Swiss made label," he said. "It is the incarnation of our leading position with luxury connected watch and with the high level of technology."

Tag Heuer will distribute the Connected Modular 45 using a see-now, buy-now strategy, the first watchmaker to use the fashion concept. As of March 14, the Connected Modular 45 smartwatch can be purchased online, at Tag Heuer boutiques and through a selection of retailers.

The Tag Heuer Connected Modular 45 retails for \$1,650. The brand has also designed a \$17,000 deluxe box set which includes the smartwatch in titanium with a brown natural leather strap, complete with a chronograph Heuer-02T tourbillon mechanical module and an additional black rubber strap.





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A post shared by TAG Heuer (@tagheuer) on Mar 14, 2017 at 4:39am PDT

Tag Heuer's deluxe box set is presented in a three drawer case and a desktop display stand for the watch and its charger.

Although smartwatches did not take off like some expected, they have proved impactful as the watch industry faces challenges.

Smartwatches have risen in visibility from consumer electronics brands such as Apple and Samsung, but connected timepieces developed by Swiss watchmakers have also increased awareness.

Swiss watchmakers becoming a true part of the smartwatch conversation is a change from Deloitte's 2015 Watch Industry Survey. Tag Heuer, for instance, has succeeded at ensuring visibility for its Tag Heuer Connect through fashion and sports alliances, as well as sponsored content with leading publications ([see story](#)).

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