

JEWELRY

Tag Heuer's personal atelier adds value to delivery process

October 4, 2017



Tag Heuer's personalized delivery service will help customers set up their smartwatch as soon as they get it. Image credit: Tag Heuer

By DANNY PARISI

LVMH-owned Swiss watchmaker Tag Heuer has unveiled a new personal atelier service with startup Enjoy to hand-deliver products to customers' homes.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Enjoy was founded by Ron Johnson, the former vice president of retail at Apple and the pioneer of Apple's Genius Bar. Tag Heuer will be the first luxury brand to use Enjoy's personalized delivery service that adds value to the delivery process.

"Enjoy is excited to partner with Tag Heuer, who is world-renowned for their exquisite craftsmanship and amazing customer service," Mr. Johnson said. "This partnership, which is the first of its kind in luxury timepieces, is the perfect match of high-quality products and a high-quality experience that will revolutionize this category."

Personal atelier

The lines between channels in the retail world are blurring everyday.

As customers begin their shopping journey in one channel, such as researching products through mobile, and finish in another, such as purchasing from a bricks-and-mortar store, brands are doing all they can to improve every step of this process.

This was the idea behind Tag Heuer's partnership with Enjoy, which seeks to take the home delivery step of many online purchases and turn it into something with more value that is unique and keeps customers coming back.



The Connected Modular 45. Image credit: Tag Heuer

To do that, Enjoy delivers tech products straight to consumers' homes along with an assistant who will personally help set up and personalize the device for the consumer in their home as soon as they get it.

Tag Heuer will be the first luxury brand to make use of this service in delivering its Connected Modular 45 smartwatch. The brand is referring to its use of Enjoy as its Personal Atelier service.

Now, when customers order a Connected Modular 45 watch from Tag Heuer's Web site, they will have the option to choose Personal Atelier as their delivery service.

After they have placed the order, an associate of Tag Heuer will arrive at their home with the new watch and will personally help them boot up the smart timepiece for the first time, connect it to their other devices and customize the settings to fit their needs.

Customized delivery

Many in the retail world believe that delivery is the next part of the shopping process to be revolutionized.

As customers become increasingly reliant on the conveniences of modern technology, more than half of retailers currently implement same-day delivery and more are expected to do so within two years, according to a new report from Boston Retail Partners.

Boston Retail Partners surveyed retailers to gauge their thoughts on the state of digital commerce in 2017. According to the report, quick and autonomous fulfillment is the next step in modernizing the digital retail landscape ([see story](#)).



Tag Heuer's Globetrotter campaign. Image credit: Tag Heuer

Outside of its partnership with Enjoy, Tag Heuer's most-recent endeavor has been to focus on its own history as a marketing tool.

Tag Heuer celebrated its 150th anniversary with a two-week, 10 city exhibition showcasing some of the LVMH-owned brand's classic designs and models.

Tag Heuer's "Globetrotter" exhibition ran from Sept. 16-22, stopping in different markets where the watchmaker has a retail presence. Globetrotter is a part of Tag Heuer's larger strategy of embracing its history as a legacy brand and leveraging that heritage to attract new customers ([see story](#)).

With Personal Atelier, Tag Heuer is looking to the future as it is one of the first luxury brands to make strides in bringing the delivery process up to the standards of the rest of modern retail.

"Partnering with Enjoy will provide unparalleled customer service to the Tag Heuer customer and we are ecstatic to be able to offer such personalized care," said Kilian Muller, CEO of [Tag Heuer](#) for North America, New York. "TAG Heuer has always been at the forefront of innovation and we are proud to be the first luxury company and watch brand to partner with Enjoy."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.