

AUTOMOTIVE

## BMW partners with Fossil to create line of watches, accessories

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*The collection launches next year. Image credit: BMW*

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By STAFF REPORTS

U.S.-based accessories group Fossil has signed a licensing partnership with German automaker BMW to create branded watches and jewelry.

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The first collection designed and produced by Fossil for BMW is set to release sometime next year. This move represents a larger move on BMW's part to create more branded accessories and products outside of just cars.

"BMW is one of the most iconic brands in the world," said Kosta Kartsotis, chairman and chief executive officer of Fossil Group, in a statement. "We look forward to bringing our watch design expertise and smartwatch capabilities to BMW enthusiasts around the world."

### Branded accessories

When customers buy a BMW, they are buying more than just a car. The brand has long prided itself on the intense sense of community fostered between BMW owners with enthusiast magazines and groups congregating online to discuss these cars.

BMW has begun to capitalize on that by creating new lifestyle products so that customers can show their love for BMW outside of the road.

Now, BMW is partnering with Fossil to create a line of BMW-branded watches and jewelry.



*The BMW X2. Image credit: BMW*

The pieces will be sold in more than 4,000 BMW retail locations as well as through Fossil Group's retail network. The first joint collection the two are producing will be available in 2019.

BMW has also expanded into other areas such as video games. The brand recently began working with game developer Zynga to introduce the BMW M2 Competition model to Zynga's augmented reality mobile racing game CSR Racing 2.

As part of the partnership, players of CSR2 will be able to virtually drive the M2 Competition before it makes its debut on the streets. The partnership makes use of the large following Zynga's mobile games have drawn over the years to promote the new BMW model to potential buyers ([see story](#)).

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