

JEWELRY

## Lagos, Bloomingdale's bring bling to Apple Watches

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Lagos Apple Watch strap. Image credit: Lagos

By STAFF REPORTS

U.S. jeweler Lagos is bringing its Caviar line into the digital world with a special launch that is exclusive to Bloomingdale's.

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For a 60-day exclusive, Bloomingdale's will be selling Lagos brand smartwatch straps it is calling the Smart Caviar Collection. Sterling silver, 18-karat gold and diamond bracelet straps will be available for the Apple Watch.

### Function to fashion

Caviar is an iconic line of beaded-looking bracelets created by Lagos, who is bringing this concept to the Apple Watch.

Existing and new Apple Watch owners will be able to buy the straps to customize their watch to look more like jewelry.

Unisex styles in sterling silver, two-tone featuring sterling silver and 18-karat gold, sterling silver with four diamond links and sterling silver with all diamond links are available.

"I'm a big fan of the Apple Watch and love the functionality. It is perfectly designed for the sporty lifestyle but something was missing there was no fine jewelry element to it," said Steven Lagos, founder and creative director of Lagos, in a statement. "I really wanted to create a bracelet that would transform it from a casual watch to a jewelry watch."

The straps are being supported by a wide-ranging media campaign, spanning print and social media.

It will be more broadly available starting in November.

While the straps are made to fit Apple Watches, neither company is affiliated with Apple for this launch.

"Bloomingdale's is thrilled to launch Smart Caviar with Lagos," said Erica Russo, vice president and fashion director for accessories and beauty at Bloomingdale's, in a statement. "This is the first fine jewelry option we have offered for smartwatches and we love the way luxury meets modern functionality."

"From sterling silver to gold and diamonds, there is truly something for everyone," she said.

*Smart Caviar is Lagos' line of smart watch straps*

Many fashion brands are looking to the smartwatch industry to better modernize their jewelry offerings.

For instance, Apple and French leather goods house Hermès have continued their collaboration built on similar values of beauty and utility.

A recent generation of Apple Watch Hermès are available with an expanded selection of leather straps as well as a new orange sport band. This partnership between fashion and technology allows Apple to raise its luxury appeal while affording Hermès the opportunity to position itself as an innovator ([see story](#)).

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