

WATCHES

Tag Heuer teams up with Super Mario for smartwatch

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The Tag Heuer Connect has been completely redesigned in the Super Mario colors. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer has partnered with gaming tycoon Nintendo for a limited-edition smartwatch featuring Nintendo's most famous character, Mario.

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Marking the beginning of a long-term collaboration between the two brands, the Super Mario smartwatch is a unique combination of a chronograph-inspired timepiece crafted in the Swiss watchmaking tradition, with a custom-designed digital experience geared towards performance. The watch hopes to offer customers a versatile wristwatch to enhance their individual lifestyle, from daily connected services to immersive sports experiences.

"The inspiration for this collaboration came from our desire to gamify and bring excitement to our new wellness application and Super Mario instantly came to our minds," says Frdric Arnault, CEO of Tag Heuer, in a statement.

"The new hero watch face gives life to this iconic character and encourages users to team up with Mario to get out there and be more active," he said. "The Tag Heuer Connected is the perfect companion for a connected life and every active person's best friend."

Connected with Mario

With more than 370 million Super Mario games sold worldwide since the first Super Mario Bros. game launched in Japan in 1985, the iconic character has been recognized worldwide across generations.

The new digital creation, combining luxury and sport, encourages the wearer to get out and step up their physical activity with Mario, to be rewarded by the pleasure and satisfaction of marking their progress.

Tag Heuer aims to combine luxury and sport with its latest collaboration with Nintendo

Tag Heuer hopes Mario's upbeat and active personality will encourage wearers to enjoy moving too.

With its watch face, which becomes livelier and more animated the more the wearer is active, this edition of the Tag Heuer Connected changes as its user makes progress, for a motivating way of keeping active throughout the day.

The animations are based on the gamification rewards system: Mario greets the wearer with a welcoming salute in

the morning and as the day progresses and one racks up their step count, they unlock rewards at each stage of their daily target 25 percent, 50 percent, 75 percent and 100 percent.

On the dial, these take the form of Super Mario's famous objects at 3 o'clock the super mushroom that makes Mario grow, at 6 o'clock the pipe that allows him to travel fast and at 9 o'clock the super star that makes him invincible lights up.

When the wearer reaches 100 percent of their daily step count target, Mario climbs the goal pole. The idea is inspired by the "easter egg" concept which consists of hiding features and surprises as a bonus in video games.

The interactive watch face will be pre-installed on the Tag Heuer x Super Mario Limited Edition, but Tag Heuer will also make it available on other editions of TAG Heuer Connected at a later stage.

Last year, Tag Heuer unveiled the third edition of its smartwatch offering a slew of digital services geared to the sporting lifestyle. The new version came on the heels of the Connected Golf Edition that Tag Heuer launched in 2019 ([see story](#)).

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