

WATCHES AND JEWELRY

## Tag Heuer accepts crypto as payment in US

May 19, 2022



*Tag Heuer takes a step towards the digital world. Image courtesy of Tag Heuer*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Swiss watchmaker Tag Heuer has partnered with crypto payment service provider BitPay to bring cryptocurrency as a payment option to the U.S. market.

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As of May 19, the watchmaker now accepts Bitcoin, Ethereum, Litecoin and 10 other cryptocurrencies at online checkout. This business move echoes CEO Frdric Arnault's vocal embrace of innovative digital technology like non-fungible tokens and the metaverse.

"The rise of cryptocurrencies has been exponential since Bitcoin first started trading in 2011 and we have been following these developments very closely," Mr. Arnault said in a statement. "As an avant-garde watchmaker with an innovative spirit, we knew Tag Heuer would adopt what promises to be a globally integrated technology in the near future, one that will deeply transform our industry and beyond."

### Buying with bitcoin

Customers in the United States can purchase from the brand's assortment of timepieces and accessories using cryptocurrencies, with no minimum spend and up to \$10,000 per transaction.

With the support of BitPay, Tag Heuer now accepts a total of 12 cryptocurrencies at checkout, including Bitcoin, Bitcoin Cash, Dogecoin, Ethereum, Litecoin, Shiba Inu and more, as well as five USD-pegged stable coins.

Thanks to our partnership with [@BitPay](#), we're proud to introduce the [#cryptocurrency](#) payment on our US website.

Shop now in [#Bitcoin](#), [#Ethereum](#), [#Litecoin](#) or 10 other cryptocurrencies at:

<https://t.co/cnYeW0ogvx> [pic.twitter.com/nOYXLU2ace](https://pic.twitter.com/nOYXLU2ace)

TAG Heuer (@TAGHeuer) [May 19, 2022](#)

This project marks the brand's first step within its long-term strategy for the metaverse, which will allow Tag Heuer to

expand capabilities for blockchain technology, NFTs and more.

Despite clear and concrete disinterest from LVMH's CEO and chairman Bernard Arnault regarding NFTs and the metaverse, who earlier this year **firmly stated** the company was in no rush to begin selling virtual apparel, Tag Heuer is not the first LVMH brand to enter this evolving space (**see story**).

Earlier this year, Swiss watchmaker Hublot showed its appreciation for cryptocurrency with a special-edition timepiece.

The watchmaker introduced the Big Bang Unico Ledger, a timepiece launched in collaboration with crypto and digital asset platform Ledger. The watch symbolizes a melding of high-end crypto technology and traditional craftsmanship (**see story**).

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