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Hermès gives the Apple Watch a touch of class

Lead

At its keynote conference in California yesterday, Apple announced it has collaborated with Hermès to create an exclusive Apple Watch. With a simple steel case, offered with a variety of elegant leather straps, the smartwatch might finally be able to seduce lovers of traditionally styled timepieces...



“Apple and Hermès make very different products, but they reflect the deep appreciation of quality design,” Apple’s chief design officer Jonathan Ive told attendees at the tech giant’s annual keynote presentation. Simply named ‘Apple Watch Hermès’, it is available with 38 and 42mm diameter cases etched with a Hermès logo, as well as three styles of leather straps handcrafted in various colours. It also comes programmed with three exclusive virtual dials that replicate those of classic Hermès watches. Prices range from \$1,100 to \$1,500 in the United States.

Gallery

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