

Apple Watch Hermès | Free Hands

A film by Hermès
Viviane Sassen, © Hermès, Paris 2016.



The Evolution of a Partnership Built on Parallel Thinking - Apple® and Hermès introduced new Apple Watch® Hermès styles and an expanded assortment of bands that incorporate Hermès' signature palette alongside a series of bold new colors. With a design process driven entirely by a shared ambition for ultimate beauty and utility, the collection pairs Apple Watch Series 2 with finely handcrafted leather bands in distinctive styles from Hermès, and features exclusive watch face designs inspired by the iconic Clipper, Cape Cod and Espace Hermès models. Apple Watch Hermès is the ultimate tool for modern living, a product of elegant, artful simplicity and functionality.

The new introduction film is a production of the Dutch visual artist Viviane Sassen. You can watch the film [here](#).

SimplyPR
Sabine Hardick
s.hardick@simplypr.nl
020-776 7756