

Paris, September 7, 2022

The Equestrian World in Motion

This autumn, bands and faces inspired by
the house's equestrian world bring a light-hearted touch
to the *Apple Watch Hermès Series 8*.



A joyous *Lucky Horse* face

A horse's head, an apple and a horseshoe... Faithful to the house's equestrian heritage, a fun and friendly world comes to the face of the *Apple Watch Hermès Series 8*. Its colours can be changed depending on the wearer's mood and the movements of their wrist, and at 10:10, the hands form a harness on the horse's head.

The face, too, has its own element of surprise! In Always-On mode, the face darkens and the horse gives a friendly wink, perhaps an invitation to rest.



*Gourmette strap,
double tour, double take*

This season, the *Gourmette* band is boldly reinterpreted by combining leather with a metal chain inspired by equestrian curb link chains. This hand-welded and hand-polished steel chain extends from the leather strap giving the double tour band a highly assertive equestrian look. Meanwhile, the all-leather *Gourmette* strap is now available in Noir.

*H Diagonal strap,
an invitation to movement*

The H en biais motif was created in the 1970s and has been reinterpreted in the house's collections many times over the years. In this new series, it is subtly reproduced on a leather band via 1,300 individual and precise perforations, epitomising a sporting spirit and inviting movement. Crafted in Swift calfskin, it is available in Gold and Gris Meyer on the Silver stainless-steel case, and in Bleu de France and Cuivre on the Space Black case.



Apple AirTag Hermès,
holds the key

This season, the *Apple AirTag Hermès* enters a world of fantasy with dedicated pictograms. Marrying function and design, symbols of a house, a bicycle, or a boat are printed on the key ring case in Swift calfskin, ingeniously concealing the key. This object, both aesthetic and playful, will help you locate your keys or valuable items in the blink of an eye.



Apple and Hermès, an ever-flourishing collaboration

Apple and Hermès support the lifestyles of their contemporaries with the shared ambition of combining aesthetics and functionality in their creations. Established in 2015, the Apple-Hermès partnership is the meeting of two cultures united by a common quest for excellence and authenticity to meet the needs of people who seek beauty in design, cutting-edge technology, high-quality materials and exceptional know-how.

Apple Watch Hermès Series 8 and Apple AirTag Hermès will be available for order online from 7 September 2022, and available for sale from 16 September 2022. Products will be available in selected stores in Australia, Canada, China, France, Germany, Italy, Japan, Singapore, Spain, Switzerland, Taiwan, the United Arab Emirates, the United Kingdom and the United States ; and later this autumn in Korea, Mexico and Thailand.

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