

Kate Spade debuts touchscreen smartwatches

By [Cassidy Mantor](#) - January 10, 2018

Kate Spade New York has launched its first ever touchscreen smartwatch. The new watch builds upon the brand's existing wearables category, which includes hybrid smartwatches designed for women.



Kate Spade New York

The touchscreen smartwatch is available in three ladies-specific styles including a rose gold case and bracelet, a rose gold case with a leather strap and a yellow gold case with a leather strap. The smartwatches are compatible with iOS and Android using Google Assistant.

Mary Beech, executive vice president and chief marketing officer, Kate Spade New York said the smartwatch is designed to meet the Kate Spade consumers' need to always be connected. Beech pointed out the watch's key feature, which is called 'choose your look', a fully customizable experience to match the wearer's outfit.

The 'choose your look' feature asks the wearer a few questions about time of day, color of her outfit, tone of her jewelry and color of her purse. The watch then generates a custom face that is designed to tie back into the wearer's complete look.

Kate Spade smartwatches are now previewing at CES tech show in Las Vegas this week. They are being shown at the Google booth and the Fossil Group booth. They will be available for presale starting January 9 and will be available in store and online beginning in February.

Kate Spade New York is owned by Tapestry, Inc. Tapestry also owns sister brands Coach and Stuart Weitzman.

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