

SKAGEN

SKAGEN Announces First-Ever Wearable Technology Line

(Richardson, Texas) June 30, 2016 – SKAGEN – a lifestyle brand that creates functional and modern watches, jewelry, bags and accessories for men and women – will debut SKAGEN Connected, a wearable technology line. The initial collection will include the Hagen Connected hybrid smartwatch, launching in September 2016.

Marrying simple design principles with modern innovation, SKAGEN is reinventing the fashion-technology category by creating a line of wearables that is as attractive and intuitive as it is smart.

“We set out to create a line that utilizes cutting-edge technology in a way that doesn’t force the user to compromise style,” says Anne Cashill, senior vice president of SKAGEN. “SKAGEN Connected is as well-designed and thoughtfully constructed as any of our analog pieces. These are smart accessories for consumers who seek the latest technology and also appreciate good design.”

Beyond aesthetics, the SKAGEN design team placed an emphasis on function, creating products that will enhance users’ everyday lives without adding unnecessary complexity.

“In designing our wearables line, we wanted to ensure that we were using the technology as a tool to keep people connected to the things they care about without creating additional complications,” says Thomas Bennedsen, senior creative director of SKAGEN. “We focused on why and how the technology would benefit the user in a daily scenario, and we believe that our solutions will speak to an audience that is embracing the new technology but is not driven by it.”

Built into SKAGEN’s popular Hagen casebody, Hagen Connected will debut in four styles, each with the familiar look of a traditional analog watch. The leather strap can be easily interchanged with other leather, steel-mesh and silicone straps, which will be sold separately to allow users to customize their look.

Hagen Connected will start at \$195 and its features include:

- **Automatic time and date** – Automatically updates to the correct hour and date, eliminating the need to account for time-zone changes when traveling, Daylight Saving Time or the number of days in a month.
- **Activity, sleep and goal tracking** – Wirelessly track steps, water intake and more.
- **Email and text notifications** – Haptic vibrations notify wearer when a message is received. Customize notifications to include only the people that matter most.
- **SKAGEN Link technology** – Snap a photo, ring the phone, control music and track goals with the push of a button.
- **Dual-time function**

- **Alarm**
- **Battery operated** – Runs on a standard coin cell battery; no recharging required.

Integrating cutting-edge technology developed by wearable tech company Misfit, SKAGEN Connected devices sync wirelessly to a proprietary app, available for iOS or Android. The branded app displays user data in a cleanly designed, easy-to-understand format. Users can manage their notification filters, activity tracking, SKAGEN Link settings and goals through the user-friendly interface.

SKAGEN Connected will launch globally in SKAGEN retail locations, online at SKAGEN.com and through select wholesalers.

About SKAGEN

Founded in 1989, SKAGEN creates products for men and women that provide function with a modern aesthetic. Inspired by simplicity, nature and the global world, SKAGEN is innovative and strives to make its mark on time.

SKAGEN operates nine retail stores in the U.S. and Europe, with wholesale distribution in nearly 80 countries worldwide. SKAGEN and Misfit are divisions of Fossil Group, with headquarters based in Richardson, Texas.

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