

E. Gluck x WITHit launch wearable line in DF & TR



WITHit[®]

As one of the largest wearable tech accessory manufacturers in the USA, WITHit offers fashionable straps and protective covers for smart watches and wireless earbuds from brands including Apple, Fitbit and Samsung



E. Gluck Corporation, a leader in the global watch industry and maker of fashion watch brands such as Anne Klein, Armitron and Torgoen, will now offer wearable accessories from its newest brand, WITHit, in duty free and travel retail. WITHit is a wearable accessories brand that offers fashionable straps, 1

bracelets and protective covers for smart watches and wireless earbuds for brands including Apple, Fitbit and Samsung.

WITHit is one of the largest wearable tech accessory manufacturers in the USA and has a loyal following of customers who trust the brand's style, comfort, performance and durability. With more than 500 million wearable devices in use globally, and the expectation of tremendous future growth in the global smart watch market, E. Gluck is positioning WITHit to be an international leader in the category.

E. Gluck plans to exhibit WITHit's offerings at in-person events such as the TFWA World Exhibition & Conference, which is scheduled to take place October 24 - 28, 2021 in Cannes, France.

"We are so excited to have this new category of product to offer in duty free and travel retail. The best part of the WITHit brand is that it allows us to show a quality accessory for your Apple Watch or other wearable at prices starting at US\$14.99.

"The introduction of wearable accessories from WITHit also allows us to position several of our other brands in the category. For example, the loyal Anne Klein watch customer who has added a smart watch to her collection can now style that device with the same stylish, quality looks we offer for our traditional watches.

"Given the early response we have received, we expect this category to be a great success in duty free and travel retail," says Robert Robertaccio, SVP of Global & Travel Retail Sales, E. Gluck Corporation.