

How Many Apple Watch Bands Do You Own and Why?

Apple Watch Fans Give Their Feedback On Watch Bands

One of the Apple Watch's most popular features is the ability to swap out watch bands. When it comes to traditional watches, **many watch bands are difficult to change out** -- a small pin must be nudged out from either side in order to release the band. Because traditional watches tend to be much more affordable than the Apple Watch, it's not a problem to have multiple ones.



It's Easy to Change Out Your Watch Band



Changing out your Watch band is simple with the one-click release feature. With a simple press of a button, the Apple Watch bands release from the face, allowing you to snap in new ones quickly and easily. Going for a run? Put on a sports band designed to withstand the punishment of exercise. Going out for a night on the town? Try a classic leather design or metal band.

How Many Apple Watch Bands Should You Own?

The question is then not whether you should switch out watch bands, but how many watch bands should you own.

The answer? **It's kind of like shoes.** In fact, Monowear commissioned a study of 1,300 Apple Watch users in

March 2016, and a diverse group stated that **74% of them owned more than one band.**



owned more than one band.

Why More Than One Apple Watch Band?



1. General wear, something that's comfortable and looks nice in all situations.
2. A workout band capable of putting up with sweat and grime is a good idea.
3. For special occasions or a night out -- something stylish and capable of complementing fancy attire.

How Many Total Apple Watch Bands do you Own?

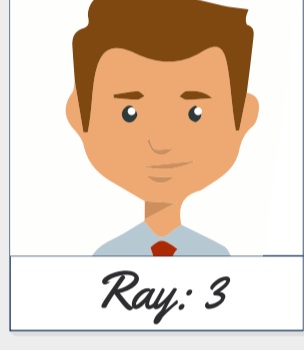
In our group survey, the largest group (30%) owned two watch bands.

Let's take a look at what our survey participants had to say, including a spotlight on two Apple Watch fans, Fernando and Ray, who were the most vocal when it came to talking about the Watch bands.

How many official Apple Watch bands do you own?



Fernando: 12



Ray: 3

Two varying responses here. Ray may have a variety of reasons why he has few official watch bands while Fernando seems to prefer Apple products. Of course, this is going only by official watch bands. Those are the ones sold through the Apple store, either in person or online, and they include the special partnership with fashion house Hermes. Keep in mind that there are many other providers of Apple Watch bands -- including Monowear.

How many off-market or unofficial Apple Watch Bands do you own?



Fernando: 0



Ray: 7

This provides an interesting juxtaposition. In the previous question, Fernando owned four times as many official bands as Ray. Here, Fernando owns any unofficial or off-market watch bands but Ray owns seven.

What's the Difference Between Official Watch Bands and Unofficial Watch Bands?

Official watch bands are manufactured by and sold through Apple itself.

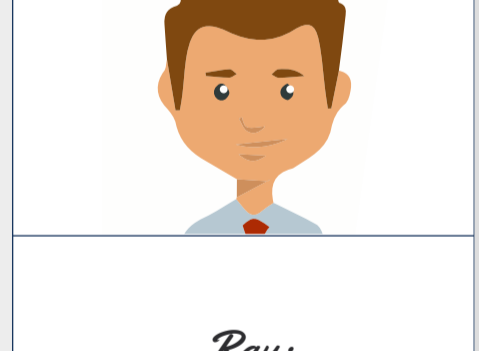
Unofficial watch bands use the same specifications as official watch bands, compatible with the one-click release system and basic measurements of both 38 and 42mm sizes -- if they're made by a quality manufacturer. The bonus with unofficial watch band manufacturers is there are a lot of great bands to choose from.

63% of one-band Apple Watch owners were open to buying more.

Why do you own different Watch bands, instead of just one?



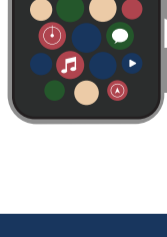
*Fernando:
For different situations:
ranging from business
meetings to workouts.*



*Ray:
I like the variety of style.*

No surprises here. Both users own a range of watches to go with their needs. Different styles cater to different situations.

Why Wouldn't You Buy More Bands?

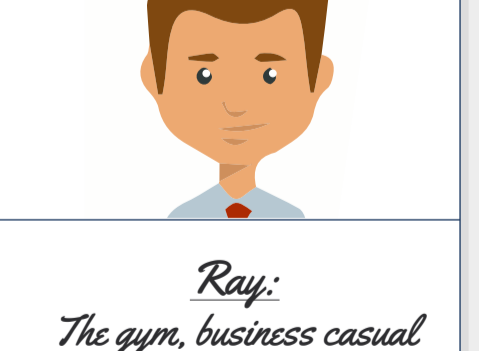


- 11% are concerned with band cost.
- 16% do not want to spend more on their Apple Watch.
- 28% can't find a new one they like.

When was the last time you switched out your Apple Watch band and why?



*Fernando:
"This morning. To match my
outfit for the day."*



*Ray:
The gym, business casual
workplace, outfit color
change.*

The Verdict

Apple Watch owners are asking for greater variety in their Apple Watch band choices. The Apple Watch band market must expand design options to incorporate a wider range of aesthetics and create a more flexible price range.

All of that is doable, so if the market demands it, designers at Apple and unofficial providers like Monowear will listen, engage, and expand their offerings. The Apple Watch is the leading piece of wearable technology on the market, and it will likely hold that stature for a very long time. As accessory designers, it's our job to make the wearable part of the equation as fashionable and functional as possible.



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