

## Tory Burch for Fitbit® Accessories Collection Now Available

Written by Australian Business

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SAN FRANCISCO--( [BUSINESS WIRE](#) )-- [Fitbit, Inc.](#) , the leader in the fast-growing Connected Health and Fitness category, and Tory Burch, a luxury lifestyle brand, today launched the highly anticipated Tory Burch for Fitbit® accessories collection. Designed exclusively for the [Fitbit Flex](#) wireless activity and sleep tracker, the collection includes an elegant brass pendant and bracelet, as well as patterned silicone wristbands perfect for everyday style.

Tory Burch, CEO & Designer of Tory Burch, said, “Wearable technology is an exciting new category and we’re thrilled to be partnering with Fitbit to offer a unique collection of accessories that transform the fitness tracker into a stylish piece of jewelry that is versatile enough to go from day to evening.”

The [Tory Burch for Fitbit accessories collection](#) includes:

- Tory Burch for Fitbit® Metal Fret Pendant (\$175): Made of brass and based on the decorative, open fretwork that’s a Tory Burch signature; the pendant is suspended from a chain
- Tory Burch for Fitbit® Metal Hinged Bracelet (\$195): Made of brass with decorative, open fretwork and a secure, easy-access latch on the back
- Tory Burch for Fitbit® Silicone Printed Bracelet (\$38): With an adjustable closure and a secure, easy-access holder for the device, it’s available in Tory Burch signature colors and prints

“From day one, we’ve known that form factor is crucial to creating a health and fitness tracking device that will fit into people’s lifestyles and become truly ‘wearable,’” said James Park, CEO and Co-Founder of Fitbit. “We designed Flex with this in mind, but our partnership with Tory Burch has taken wearable device fashion to another level, transforming our Flex tracker into an elegant accessory. Further expanding the ways our users can wear our products, this will ultimately help to inspire users to track their activity 24/7 and make healthier choices.”

[Fitbit Flex](#) is an activity and sleep-tracking wristband that offers a slim, minimalistic design for people who are goal-oriented and want more flexibility in accessorizing. <sup>1</sup> Flex tracks all the most important stats, including steps taken, distance traveled, calories burned, active minutes and sleep, and syncs wirelessly

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via Bluetooth 4.0 to [more than 60 leading iOS and Android devices](#) for instant access to up-to-date data and progress. Fitbit's mobile and online tools are proven to boost motivation ( *Fitbit users take 43 percent more steps with Fitbit products* ) and let users support and inspire each other to lead healthier, more active lives.

The Fitbit app is the No. 1 downloaded app for connected fitness devices on both [Google Play](#) and [Apple iTunes](#) stores.

The Tory Burch for Fitbit accessories collection is available through [Fitbit.com](#) and at [toryburch.com](#), as well as select Tory Burch boutiques. All accessories will work with Fitbit Flex trackers, sold separately (\$99.95) at [Fitbit.com](#), [toryburch.com](#) and major North American retailers. International shipping is also available to select countries from [toryburch.com](#).

### About Tory Burch

Tory Burch is an American lifestyle brand that embodies the personal style and sensibility of its CEO and designer, Tory Burch. Launched in February 2004, the collection, known for color, print and eclectic details, includes ready-to-wear, shoes, handbags, accessories, and fragrance and beauty. There are more than 125 Tory Burch boutiques across North America, Europe, the Middle East, Latin America and Asia, and the brand is available at over 3,000 department and specialty stores worldwide and [toryburch.com](#).

### About Fitbit

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Fitbit designs products and experiences that track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives. As the leader in the fast-growing Connected Health & Fitness category, Fitbit's diverse line of award-winning products includes the [Fitbit Flex](#) wristband, [Fitbit Zip](#) and [Fitbit One](#) activity trackers, as well as the

[Fitbit Aria](#)

Wi-Fi Smart Scale. Fitbit products are carried in more than 25,000 North American retail stores, 37,000 stores around the globe, and sold in 46 countries. Headquartered in San Francisco, Fitbit is privately held and funded by Foundry Group, Qualcomm Ventures, SAP Ventures, Softbank Capital, SoftTech VC and True Ventures.

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<sup>1</sup> In addition to the Tory Burch accessories collection, users can choose from 10 interchangeable colored Fitbit wristbands for Flex: Black, Blue, Lime, Navy, Pink, Red, Slate, Tangerine, Teal and Violet.

[Read more](#)