

E. Gluck to show expanded wearable tech collections at TFWA

THE WITHIT WEARABLES COLLECTION

The WITHit Wearables Collection offers an array of accessories for Apple, Fitbit, Samsung and Garmin wearable technology, including: styled bands for smartwatches and fitness trackers, device protection for smartwatches, stands with cable management for Apple Watch, and covers for Apple AirPods and Apple AirTag. WITHit has been making originally designed products since 2004, and takes pride in the quality of their products with a product lifetime guarantee.

WITHit

E. Gluck has leveraged WITHit's expertise in wearable tech accessories and expanded the product category to its licensed brand portfolio



[E. Gluck](#) Corporation has launched wearable tech accessory product lines for its licensed brands.

In 2021, E. Gluck formed a strategic partnership with [WITHit](#), one of the largest wearable tech accessory manufacturers in the U.S., which has a loyal following of consumers who trust the brand's style, comfort, performance and durability.

With more than 500 million wearable devices in use globally and the expectation of significant future growth within the global smartwatch market, E. Gluck is helping to position WITHit as an international leader in the category. Featured products include not only bands for Apple, Fitbit, Samsung and Garmin smartwatches, but also Apple Watch® device protection, AirPods® cases and AirTag® covers.

E. Gluck has leveraged WITHit's expertise in wearable tech accessories and expanded the product category to its licensed brand portfolio including Anne Klein, Vince Camuto, Steve Madden and Nine West.

"The introduction of wearable tech 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 smartwatch to their collection can now style that device with the same stylish, quality looks we offer for our traditional watches," remarks Rob Robertaccio, SVP of Global & Travel Retail Sales.

E. Gluck will exhibit its latest wearable tech accessory collections at the TFWA World Exhibition & Conference (Blue Village, P15).