Saluting Innovation @ Fossil

by Molly MacNeil

Saluting innovation at Fossil for investing in the future of wearable technology and bringing fashionable smartwatches to people worldwide. Fossil has partnered with Google to support research and development of Android Wear, an operating system for wearable technology and smartwatches. The smartwatch is expected to have many of the same functions that are available on Android phones such as the ability to instant message, swipe your boarding pass, and open your garage door. In 2012, the global wearable technology market was worth $2.5 billion and is estimated to reach $8 billion in revenue in 2018. Fossil plans to use their overseas market power to sell smart watches in emerging markets. We salute Fossil for bringing innovation to its customers and shaping the fusion of fashion and technology.

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