Wearable tech brand Misfit to scale up presence across Europe

By Barbara Santamaria - June 22, 2016

Misfit is set to expand its retail presence across Europe dramatically as it rolls out products such as Misfit Ray in well-known consumer electronics, fashion and jewellery stores.

The brand's new fitness and sleep monitor, Ray - Misfit

The wearable technology brand specialising in design-forward devices will now be available in retailers such as John Lewis, Dixons and Amazon.

“We’re thrilled that Misfit products, in particular Misfit Ray Fitness and Sleep Monitor, will now be much more widely available in Europe. As we reach out to our growing addressable market, we want to fill the gap in existing fashion-forward wearable technology,” said Niels Van der Valk, Regional Director for CE in Europe, the Middle East and Africa.

“Misfit products distinguish themselves from other products in their minimalist, fashionable design, long-lasting battery life, and water resistance. These features make Misfit products the few that are truly wearable and capable of always being on from a user standpoint.”

The expansion signals the company’s investment offensive after its acquisition by watchmaker Fossil Group at the end of 2015 for $260 million.

Misfit’s Ray is an activity and sleep tracker that comes in Rose Gold and Carbon Black. The wearable was first unveiled at the Consumer Electronics Show in January 2016.

In addition to Europe, the company plans to expand into the Middle East over the coming months.

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