

## **Goldgenie Set To Cast The Midas Touch on the Apple Watch**

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As the Apple Watch officially goes on sale in upmarket stores around the world, Goldgenie's in-house artisans are busy commencing the customisation of the devices for their pre-ordering clients.

From today, the Apple Watches are available to take home from high end retailers in fashion capitals around the world but the stylish smart watches are not yet available to buy in-house from physical Apple stores and instead customers are being pointed to order the devices from Apple's online stores. While those who got there first with their pre-orders on April 10th will benefit from shipments from today, many customers will have to wait a few weeks before their Apple Watch is dispatched.

Goldgenie had an unprecedented level of pre-orders for designs from their Luxury Customised Apple Watch Spectrum range and due to the company's established relationships with premium Apple resellers, a limited number of certain models from the Apple Watch range have been reserved for their clients and therefore customisation can begin soon after an order is placed.

Goldgenie's customised [Apple Watch Spectrum collection](#), which stems from their iPhone 6 luxury customisations, ranges from the Apple Watch Elite, embellished in a choice of 24k Gold, Rose Gold or Platinum to the striking 18k Gold Apple Watch Diamond Ecstasy, embedded with hundreds of diamonds and finished with a 1 carat brilliant cut gem in the crown. Goldgenie's designers have also created a range of luxury straps in exotic python and crocodile skins and sumptuous calfskin, alongside classic link straps in their signature precious metal finishes.

Laban Roomes, CEO and Founder of Goldgenie, received his Apple Watch today and is looking forward to becoming accustomed to this innovative new piece of wearable technology. "I believe the Apple Watch will change the way we see and manage our time. Time is the greatest luxury and like everything else in our modern times, it has now become customisable and we are excited to be customising this new face of time with our beautiful finishes."

The full collection, which is priced from £1,997 ex VAT is available to view and order on our website [here](#).

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