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# Brand Extension: Apple Glasses



## Introduction

Apple Inc. was founded in 1976.  
The company is a global leader in premium consumer electronics.  
Apple is recognised for its innovation, integrated ecosystem, and minimalist design.  
The company possesses strong brand equity and high customer loyalty (Keller, 2013).  
Apple's product ecosystem includes the following:  
I Phone, Apple Watch, Apple Vision Pro  
This portfolio demonstrates Apple's ability to redefine technology markets



## Brand Extension and Current Market Overview

The wearable technology market is experiencing rapid growth.  
There is an increased demand for devices powered by artificial intelligence.  
The market is shifting toward spatial computing solutions.  
Consumers are increasingly preferring screen-free interaction.  
The rise of hybrid working models has increased demand for productivity tools.

### Strategic Positioning

Differentiation strategy (Porter, 1985)  
Premium pricing is justified through continuous innovation.

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## BRAND EXTENSION

### Apple Glasses – Lightweight Augmented Reality (AR) Smart Glasses

Designed to integrate digital overlays into everyday life

Strategic brand extension (Kotler et al., 2024)

Leverages existing Apple brand equity

Reduces risk by transferring trust into a new category (Aaker, 1991)

### Key Features:

Real-time navigation

AI-powered assistant

Live translation

Seamless iPhone synchronisation

On-device privacy-first processing

Minimalist premium design



### Brand Extension and Sustainability Initiatives

This initiative is consistent with Apple's objective of achieving carbon neutrality by 2030.

It further addresses environmental, social, and governance (ESG) criteria.

### Key sustainability measures include the following:

Utilisation of a recycled aluminium frame.

Integration of energy-efficient Apple Silicon chips.

Minimisation of device redundancy.

Adoption of a modular, repair-friendly design.

