

# Apple Watch reportedly set for spring 2015 release

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Hoping to give your loved one an Apple Watch for Christmas? The Chinese New Year? Valentine's Day?

At this rate, you may have to tuck the timepiece away in an Easter Egg.

Apple executives have consistently told consumers to expect the watch in early 2015 - by which they apparently mean next spring, tech blog 9to5Mac reported on Sunday. Angela Ahrendts, Apple's [senior vice](#)

[president](#) of retail and online stores, told retail employees in an internal video message to brace themselves for a grueling stretch.

"We're going into the holidays, we'll go into Chinese New Year and then we've got a new watch launch coming in the spring," Ahrendts said in the video, according to a transcript obtained by 9to5Mac.

The long-awaited Apple Watch was unveiled with great fanfare in September, but Apple still appears to be fine-tuning the timepiece. Tech experts have singled out [battery life](#) as a key issue for the gadget. While Apple executives have already conceded that the watch must be charged nightly, they are still trying to perfect the battery system, 9to5 Mac reported.

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