Newsroom Apple Services Apple Stories Q Search Newsroom **UPDATE** November 11, 2025 **Introducing iPhone Pocket:** a beautiful way to wear and carry iPhone Born out of a collaboration between ISSEY MIYAKE and Apple, iPhone Pocket features a singular 3D-knitted construction designed to fit any iPhone iPhone Pocket, born out of a collaboration between ISSEY MIYAKE and Apple, will be available at select Apple Store locations beginning Friday, November 14. ISSEY MIYAKE and Apple today unveiled iPhone Pocket. Inspired by the concept of "a piece of cloth," its singular 3D-knitted construction is designed to fit any iPhone as well as all pocketable items. Beginning Friday, November 14, it will be available at select Apple Store locations and on apple.com in France, Greater China, Italy, Japan, Singapore, South Korea, the UK, and the U.S. iPhone Pocket features a ribbed open structure with the qualities of the original pleats by ISSEY MIYAKE. Born from the idea of creating an additional pocket, its understated design fully encloses iPhone, expanding to fit more of a user's everyday items. When stretched, the open textile subtly reveals its contents and allows users to peek at their iPhone display. iPhone Pocket can be worn in a variety of ways — handheld, tied onto bags, or worn directly on the body. Featuring a playful color palette, the short strap design is available in eight colors, and the long strap design in three colors. "The design of iPhone Pocket speaks to the bond between iPhone and its user, while keeping in mind that an Apple product is designed to be universal in aesthetic and versatile in use," shared Yoshiyuki Miyamae, design director of MIYAKE DESIGN STUDIO. "iPhone Pocket explores the concept of 'the joy of wearing iPhone in your own way.' The simplicity of its design echoes what we practice at ISSEY MIYAKE — the idea of leaving things less defined to allow for possibilities and personal interpretation." "Apple and ISSEY MIYAKE share a design approach that celebrates craftsmanship, simplicity, and delight," said Molly Anderson, Apple's vice president of Industrial Design. "This clever extra pocket exemplifies those ideas and is a natural accompaniment to our products. The color palette of iPhone Pocket was intentionally designed to mix and match with all our iPhone models and colors — allowing users to create their own personalized combination. Its recognizable silhouette offers a beautiful new way to carry your iPhone, AirPods, and favorite everyday items."

iPhone Pocket is a special-edition release. The short strap design is available in lemon, mandarin, purple, pink, peacock, sapphire, cinnamon, and black; the long strap design is available in sapphire, cinnamon, and

the long strap design at \$229.95 (U.S.).

and purchase their new favorite accessory.

Apple Canton Road, Hong Kong

Apple Marché Saint-Germain, Paris

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Availability

A Piece of Cloth

design and production throughout.

Crafted in Japan, iPhone Pocket features a singular 3D-knitted

construction that is the result of research and development carried out at

cloth" and reinterpreted the everyday utility of the brand's iconic pleated clothing. The development and design of iPhone Pocket unfolded in close

collaboration with the Apple Design Studio, which provided insight into

ISSEY MIYAKE. The design drew inspiration from the concept of "a piece of

black. iPhone Pocket in the short strap design retails at \$149.95 (U.S.), and

Customers can purchase iPhone Pocket beginning Friday, November 14, at select Apple Store locations and apple.com in France, Greater China, Italy,

holidays, Apple Specialists in stores and online can help customers mix and

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match different lengths and colors with their iPhone, style iPhone Pocket,

Japan, Singapore, South Korea, the UK, and the U.S. Just in time for the

6 × × Ø

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ISSEY MIYAKE was founded in 1971 by the namesake designer, one year after the establishment of

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, AirPods, Apple Watch, and Apple Vision Pro. Apple's six software platforms — iOS, iPadOS, macOS, watchOS, visionOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, iCloud, and Apple TV. Apple's more than 150,000 employees are dedicated to making the best products on earth and to leaving the world better than we

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MIYAKE DESIGN STUDIO. The company operates through an integrated process for clothing and related items, encompassing creative conception, development, manufacturing, and retail operations. Guided by the philosophy of "bringing unprecedented originality for ease in everyday life," ISSEY MIYAKE practices this commitment through products conceived with society and the future in mind, thus ensuring a lasting culture of innovative design and making. **About Apple**

About ISSEY MIYAKE

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