# As corporations dump their LGBTQ+ support, Apple launches its Pride collection



You may think that big corporation, under duress from the Trump regime, have dumped you, but Apple is still banging the drum for Pride with its 2025 Pride Collection including a mix of free components and buyables.

Our favourite item is probably the hand-assembled Pride Edition Sport Band for the Apple Watch, priced at $49. Currently available for online order, customers can also expect to find it in Apple’s physical stores beginning next week. It comes in three sizes—40mm, 42mm, and 46mm—and is offered in both S/M and M/L lengths.

'Featuring a tapestry of rainbow stripes that vary in shape and size, each Pride Edition Sport Band is assembled by hand from individual stripes of vibrant colour that are compression-moulded together, creating subtle yet striking variations,' says Apple and you can't argue with them. The company emphasises that no two bands are identical, symbolising the individuality of all LGBTQ+ members, which we like.

Complementing the sport band, an updated analog watch face is set to be made available through a software update to watchOS 11.5. While the exact release date for this update has yet to be confirmed, users can anticipate additional features for iPhone and iPad. The forthcoming iOS 18.5 and iPadOS 18.5 updates will include a dynamic wallpaper that shifts colours based on user interactions, enhancing the overall experience for device owners.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.apple.com/newsroom/2024/05/apples-2024-pride-collection-shines-light-on-lgbtq-plus-communities/> - Apple's 2024 Pride Collection includes a new Apple Watch Pride Edition Braided Solo Loop, matching watch face, and dynamic iOS and iPadOS wallpapers, aiming to honor diversity and support LGBTQ+ communities.
* <https://www.macrumors.com/2024/05/06/apple-unveils-2024-pride-edition-band/> - The 2024 Pride Edition Braided Solo Loop features a fluorescent design inspired by multiple pride flags, with black and brown colors symbolizing Black and Latin communities, and pink, light blue, and white representing transgender and nonbinary individuals.
* <https://www.macrumors.com/2023/05/09/apple-watch-2023-pride-band/> - In 2023, Apple introduced a new Pride Edition Sport Band for the Apple Watch, accompanied by a matching watch face and iPhone wallpaper, priced at $49 and available in 41mm and 45mm sizes.
* <https://images.apple.com/uk/newsroom/2022/05/apple-unveils-new-apple-watch-pride-edition-bands/> - In 2022, Apple unveiled two new Pride Edition bands: the Sport Loop with a color gradient incorporating original rainbow colors and those from various pride flags, and the Nike Sport Loop featuring black stripes matching Nike's Be True campaign.
* <https://9to5mac.com/2017/09/16/apple-stops-selling-pride-edition-apple-watch-band-but-here-are-some-alternatives/> - In 2017, Apple stopped selling the Pride Edition Woven Nylon band for the Apple Watch, which had been available to the public since June of that year.
* <https://9to5mac.com/2024/05/06/apple-unveils-new-commemorative-pride-wallpapers-and-watch-band/> - Apple's 2024 Pride Collection includes new wallpapers for iPhone and iPad, and a new watch face and matching band for the Apple Watch, with the Pride Edition Braided Solo Loop priced at $99.