

When Is iPhone 17 Apple Event: Date, Time and What to Expect

The launch of is one of the most anticipated moments of 2025, and many are asking: when exactly is the official reveal from ? In this article, we lay out all confirmed info — event date, time, what's expected, and the schedule for pre-orders and release. Everything is based on recent reports and official announcements, written in a clear, straightforward style for tech fans and potential buyers.

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Date and Time of the Event

Apple has confirmed that the iPhone 17 launch event will take place on **Tuesday, September 9, 2025**. The event will start at 10:00 a.m. Pacific Time (PT), which is Apple's standard schedule for fall iPhone keynotes.

The venue will be the company's usual keynote location at Apple Park, with live streaming available for the global audience — so you can watch the reveal no matter where you are.

Why September 9? A Look at Apple's Pattern

Apple traditionally unveils new iPhone models in early September — typically the week following the U.S. holiday . In 2025, Labor Day falls on Monday, September 1, which places the launch week between September 8 and September 12. Based on Apple's historical tendency to avoid Fridays, and favor Tuesdays or Wednesdays, September 9 emerged as the most probable date.

What to Expect at the Event — iPhone 17 Lineup and More

The iPhone 17 launch event is expected to bring a full new line-up: not just the standard iPhone 17 but also the new ultra-thin , and higher-end models like and .

The "Air" model is notable: it is expected to replace the traditional "Plus" model, offering a much slimmer and lighter design while still giving a larger display.

Beyond phones, Apple often bundles other product updates at its fall event. This year, the expectation includes new versions of , updated accessories, and possibly other hardware — continuing Apple's pattern of broad ecosystem refreshes alongside iPhone launches.

When Can You Pre-Order and Get iPhone 17?

If Apple sticks to its usual schedule (as many sources suggest), pre-orders for the iPhone 17 series should begin on **Friday, September 12, 2025**.

The official release — meaning when the phones hit stores and begin shipping to customers — is expected on **Friday, September 19, 2025**.

How This Affects Buyers Around the World (Including Thailand)

For fans and buyers outside the U.S., including countries like Thailand, this timeline means: mark your calendar for September 9 to watch the Apple event live. Then check for pre-order availability around September 12. It's common for Apple to roll out availability globally within a few days or weeks, depending on region.

If you're eager to be among the first to get iPhone 17, following time zone conversions carefully is key. Apple's announcements tend to go live at a fixed hour PT, which might translate to late evening or early morning your time (depending on where you are). Subscribing to Apple's official channels or retailer newsletters can help you stay updated.

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Bottom Line: iPhone 17 Event Date Is Set

The iPhone 17 Apple event is confirmed for **September 9, 2025 at 10:00 a.m. PT**. Expect a lineup including iPhone 17, iPhone 17 Air, and Pro models. Pre-orders are likely to start on **September 12**, with release starting **September 19**. If you plan to get the new devices — whether standard or ultra-slim “Air” version — this is the roadmap. Mark your calendar, and prepare for Apple's annual flagship reveal.

Stay tuned for our follow-up articles covering iPhone 17 specs, rise of the iPhone Air, and post-launch reviews.