

Bang & Olufsen launches next-generation retail concept celebrating sound and design



The world's first Bang & Olufsen flagship store based on an all-new design concept opens in Copenhagen today. The new store concept delivers a sensory experience through sound and design.

Struer, 18 April 2013

Bang & Olufsen continues to deliver on its promise of extraordinary experiences – this time in breakthrough retail concepts. The iconic Danish brand unveils an all-new design for its stores that will launch in Denmark and continue to roll out around the world later this year. A team headed by Johannes Torpe, Bang & Olufsen's Creative Director, is behind the store concept.

"The Bang & Olufsen store is where existing customers and a new generation of discerning consumers will hear, see and feel the Bang & Olufsen brand and be able to interact and play with our products," says Creative Director Johannes Torpe.

"We have created a store featuring an atmosphere that is luxurious and welcoming at the same time. The layout and interior have been designed to captivate curiosity as you move through the store. We wish to offer as

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many people as possible the opportunity to explore the Bang & Olufsen universe of magical experiences,” says Creative Director Johannes Torpe.

Three zones to evoke the senses

At the heart of the new retail concept is a dedicated speaker wall that showcases all of Bang & Olufsen’s best-selling speakers. You can listen to any kind of music, including your own playlist streamed from your smartphone and check out the sound of everything from the smallest cube speakers to the largest floor models.

A B&O PLAY zone invites you to listen to the brand’s range of innovative designs created for more mobile lifestyles, comparing everything from the latest headphones to award-winning portable sound systems.

A more private area lets you settle in and immerse yourself in some of Bang & Olufsen’s top-of-the-line viewing and listening combinations. Here, you can view films on the latest flatscreen technology with sumptuous surround sound, or discover the near-magical convenience of linking rooms and multiple entertainment sources through BeoLink system integration.

The scalable retail concept has been designed for spaces from 50 m² up to 200 m² and above.

New flagship store opens in Copenhagen on 18 April

The new retail concept will be launched in Bang & Olufsen’s new flagship store in Copenhagen on 18 April in one of the city’s premiere shopping districts. Other Bang & Olufsen stores in major cities worldwide will be updated with the new retail concept.

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Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

*Images are available free of charge from the **Bang & Olufsen media centre**: <http://mediacenter.bang-olufsen.dk>. If you are a first-time visitor, please follow the instructions and register as a new user. www.bang-olufsen.dk*